



*THEmatic Transnational
church Route development
with the Involvement of
local Society*



THETRIS project

Regional SWOT analysis

The Upper-Tisza Region

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Introduction

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. Socio-economic context and entrepreneurship¹

Demography

The Fehérgyarmat small region consists of 49 settlements. One of this settlements has town status (Fehérgyarmat), and further one population of settlement is more than 2000 (Tunyogmatolcs). The population of 5 settlements is between 1000-2000 person, of 24 settlements is between 500-1000 person, the further population of settlements is less than 500 person. The small region is blocked by country borders and major rivers from the attraction of larger settlements of outside the small region. In many ways the difficult economic situation is due to this. According to the census in 2001 the population of small region was 39450 people², according to the KSH was 36781 person. The permanent population was 39374³ in 2010, which was approximately 7 percent of the county's population. The noted census figures show that the population of the small region decreased 6.7% in 10 years. The settlements of the small region were differently affected by the change of the population. There were loser and winner settlements both among the larger and smaller settlements. According to the KSH among of the smaller municipalities, the population of Uszka and Kishódos increased more than 20%. The population of Kisnamény, Nemesborzova, Tizacsécse and Nagyhódos decreased 15% from 2001 to 2010. The population of Fehérgyarmat also decreased 10%.

In Szabolcs-Szatmár-Bereg county 47% of the total population lives in villages, however in the Fehérgyarmati small region the same rate is nearly 80%. The population density of the small region is much below the average, 57 person/km², which result from the high number of residents living in villages. It is almost half of the county's average (97 person/km²).

The age structure of the small region follows national and counties trends. (Source: KSH-Tstar 2010).

¹ The data is derived from the database of KSH TStar (2010) where we do not signal specially

² The census (2001) counted the residents living there habitually.

³ Source: KSH Tstar 2010

	Fehérgyarmat small region	Szabolcs-Szatmár- Bereg county	Nationwide
Ratio of 0-2 years old	2.99%	3.04%	2.82%
Ratio of 0-14 years old	17.6%	17.06%	14.44%
Ratio of older than 60 years old	19.91%	18.47%	22.47%

The ratio of less than 2 years old is 3%, however the ratio of a-14 years old is 17.6%. This value is slightly higher than the ratio of the county and national. The ratio of the 60 years old is lower than the national average; however it is higher than the ratio of the county. As mainly the younger population (fertile women) is affected by the migration, the previous favourable age structure of the small region started to close to the national average. More than 6% of the total population participated in disability pension above the age limit; further 4.05% participated in the disability pension under an age in 2010. This ratio is slightly worse than the county average, but it significantly higher than the national values (3.8 and 3.3 %).

According to the information (2010) the 6.7% population decline, which was noticed in the first paragraph of the chapter and it has occurred in the last 10 years, is caused by the difference between the number of birth/death and the migration, although the latter proved to be stronger. In 2010 the population of the small region decreased by 340 person in 1 year due to the difference of the migration. It means onto 100 residents 0.85 population decreases. In the county the same number was 0.74. It can be started that the small region outflow is stronger than the county outflow. Onto 349 births got 544 mortality, which reduced by about 200 person the population of the small region. 'The rejuvenating villages appear as the contrast of the aging villages. In these settlements we can experience higher than the average number of children. Based on the aging index in the small region we can found values, which exceed the average 92% two or three times, but in the rejuvenating villages the average values could be one-fifth and two-thirds of this. Uszka not only has extremely

values in the small region, but also it belongs to the most rejuvenating villages at the level of country, where the half of the population is childhood⁴.

The number of abortions is above-average, onto 1 childbirth got 0.71 abortions in the small region, 0.56 in the county, and 0.45 in the country.

Although the number of marriages per 100 inhabitants is below average (0.22/100 person, country: 0.36), but the divorce rate is below average (0.15/100 person, country: 0.22). According to the data (2001) the marriages may be longer lasting than the national average. In the small region onto 100 marriages got 11 divorces, in the county the same ratio is 18.

On the basis of census (2001) detailed education information can be delineated. During the last 10 years supposedly important transformations have taken place in the education of the population. However, on the basis of the other economic data the small region could not close up significantly as compared to the early 2000s. According to the census third of the population, which is older than the age of 7, had secondary or higher education in the small region. This ratio is significantly lower than the national average, over 50%. The third of the total population did not complete the primary school. The lagging of the small region is very high in the point of the education level compared to the average of the national and county.

Economy and business

In the small region one of the main problems is the lack of the job opportunities, and the large distance from the potential job opportunities. The Fehérgyarmat small region is characterized by agricultural protection oriented. The entrepreneurship is very low, not only in national but also in the county. Nationally, 100 people get 6 joint enterprises in Szabolcs-Szatmár-Bereg county 2.9, in the small region 1.6. The number of businesses has shown considerable volatility in respect of each settlement. It is relatively high in Csegöld, in Szamosújlak, in Nagyhódos and in Gyügye, however it is low in Kispalád, in Csaholc, in Magosliget, as well as in Uszka. In these settlements there is high ratio of the child population. However, the number of primary producers is highly above average, 100 inhabitants get 20 primary producers, in the county are 10,

while nationally this ratio is only 3.5. More than 80% of the enterprise is in the agricultural sector. This ratio is extremely high compared to 61% in the county. If it is compared to the national 25%, it is clear that the economic structure of the Fehérgyarmat small region is unique. The second strongest economic sub-sectors is the trade, repair of motor vehicles, it is 5% of enterprise. More than 80 percent of companies are micro and small enterprises (1-9 people). In the region the largest employer is the Szatmár-Bereg Hospital and Medicine Bath Ltd. (about 643 people). The agricultural do not provide subsistence to the workers because of the season nature of the work. The most enterprises are located in Fehérgyarmat and its surroundings areas. 40 percent of the household income is created in the centre of the small region. From the centre of the small region to the located away from settlements the travel is made difficult by the commuting, and the price of the transport. People living along the border are difficult to travel to the employment centre. For this reason Uszka, Magosliget, Kishódos, Nagyhódos, Garbolc, Méhtelek is clearly outside the scope of service provided by sub-regional centre⁴.

There is high unemployment ratio correlate to the average of the nation. The number of the unemployed was 4000 person in 2000, by January 2012 the number has already exceeded 7000 person, the end of 2012 it decreased again 4000 person⁵. Behind the decline there are primarily the law regulation changing and the starting of the public work programs. Since the beginning of 2000s men are found in more likely among the job-seekers. However the gap gradually reduced between the number of male and female job seekers. In the last decades the age composition of the job seekers was interesting. The ratio of less than 25 years old and over 45 years old job-seekers gradually increased, but the ratio of 25-45 years old decreased. This is partly explained by changes of demographic structure in the small region. More than half of job seekers have primary or lower level of education. There is not graduate unemployment in the region. According to the staff group the unskilled labours have the highest ratio within the job-seekers (45%). In 2000 the same ratio was 27%. The ratio of the semi-

⁴ Balás Gábor – Kozma Noémi – Nyíri Noémi - Czaller László – Kulcsár Gábor – Luksander Alexandra (2012): Fehérgyarmati kistérségi tükör – Helyzetfeltárás

⁵ Source: Situation of the Labour Market – Fehérgyarmat 2013. January



skilled workers and white colour workers is relatively low within the job-seekers. High unemployment is coupled with low levels of employment. The rate of the employment is 25 percent, and it is 43 percent within the active age.⁶ The municipal public works program is very necessary because of the economic structure. In 2011, 16 percent of working-age population participated in public works program. In the Fehérgyarmat area this ratio is under 10%, and the settlements, which are located far from the regional centre, may be above 30%.

Ethnic Composition

In the Fehérgyarmat small region the Roma minority is higher than the national average ratio. During the census (2001) 5.7% of the population identified themselves as Roma, this ratio is several times higher (according to the census, 1.9%) than the national rate. However the small region data show significant regional differences. The population identified themselves as Roma extremely high ration in the following settlements: Tisztaberek (36.1%), Kisar (33%), CsaHolc (27.3%), Garbolc (21.7%). The census (2001) considerably undervalued the rate of the Roma minority. According to estimation of experts is 6% the Roma ratio instead of 2%⁷. Supposedly in the small region the ratio of the Roma minority is higher than the value estimated by census. The rate of the Roma minority may be about 30%⁸, in Kispalád 7%, in Uszka 90%⁹. The ratio of the Roma population is particularly high in the cross border settlements and in other settlements, which are far from the small regional centre. These settlements suffer from the low number of workplace; and low level of established infrastructure; and the low educational level and unqualification of the population. It is observed that the Roma are cooped into the battery both Roma and non-Roma settlements inhabited. Such as battery can found in

⁶ Balás Gábor – Kozma Noémi – Nyíri Noémi - Czaller László – Kulcsár Gábor – Luksander Alexandra (2012): Fehérgyarmati kistérségi tükör – Helyzetfeltárás

⁷ Kemény István-Janky Béla-**Lengyel** Gabriella: The Roma in Hunga magyarországi cigányság, 1971-2003 Gondolat Kiadó-MTA Etnikai-nemzeti Kisebbségkutató Intézet Budapest 2004..

⁸ Balás Gábor – Kozma Noémi – Nyíri Noémi - Czaller László – Kulcsár Gábor – Luksander Alexandra (2012): Fehérgyarmati kistérségi tükör - Helyzetfeltárás

⁹ Kóka Ágnes Dienes Béla: FEHÉRGYARMATI KISTÉRSÉG ESÉLYEGYENLŐSÉGI HELYZETELEMZÉSE - 2009

Tunyogmatolcs e.g. parts of the Dead-Szamos, a Toldi Miklós street and Árpád-Dankó street¹⁰.

Religion

In Fehérgyarmati small region on the basis of census (2001) 90% of the total population identified themselves as members of any denomination. The average of the county is 87 %, the average of the nation is 75%. It can be established the small region is more religious than the average of the country. The rate of the denomination does not follow the national trends.

	Fehérgyarmat small region	Szabolcs-Szatmár-Bereg county	Nationwide
Roman Catholic	9.50%	27.86%	69.51%
Greek Catholic	7.35%	20.24%	3.53%
Reformed	80.61%	47.70%	21.31%
Evangelical	1.22%	3.10%	4.01%
Israelites	0.00%	0.02%	0.17%
Other Church	1.33%	1.08%	1.46%

In the Fehérgyarmat small region the ratio of the reformed is above 80%, which is nearly four times higher than the national average, the ratio of Roman Catholic is 10%, the Greek Catholic is 7%, and the Evangelical is 1%. In the county it also clears the relative majority of Protestants. However it is notable the high proportion of the Greek Catholic compared with the national rate. The ratio of the belonging to a denomination is 90% the 38 settlements in 49, and it is below 80% only three settlements (Tiszacsécse, Méhtelek and Császló). The distribution of the denomination is comparatively constant at the local level. In 36 settlements the rate of the Reformed is above 80%. In Rozsály and Zajta the rate of the Greek Catholic is 30%, in Csegöld it is 70%. In Kölcse the ratio of the Evangelical is significant (20%), however in Uszka more than 40% of the believers identified themselves as belonging to the Free Christian Church. The high denominational ratio is combined with above average rate of practice of

¹⁰ Kóka Ágnes Dienes Béla: FEHÉRGYARMATI KISTÉRSÉG ESÉLYEGYENLŐSÉGI HELYZETELEMZÉSE - 2009

religion. According to the assessment (2008) the 17% of the total population regard as religious by the teachings of the Church, and 70% regards as religion in their own way. These ratios are 13% and 50% nationally (DKMKA 2008 assessment).

Tourism – Hospitality

In the case of the disadvantages small region the tourism and the hospitality may be important breakout point. According to the KSH (2010) there were 1094 commercial accommodation capacities in Fehérgyarmat small region. In addition, further 884 non-commercial accommodation capacities were available for the tourists. In the latter category, the rural accommodation capacities are the largest proportion. The number of community hotels and accommodations is below 10%. The commercial accommodation's 90% is camps, 10% is guesthouses and youth hostels or hotels. In the small region tourist hotel, wellness hotel can not be found. In connection with the hotels amount per 100 inhabitants the small region is not underdeveloped. Nationally, 100 inhabitants get 3 commercial accommodations, however in the study area it is 2.8, which is much higher than the county (1.4). The number of the non-commercial accommodation (2.2) is well above than the national average (1.7), and it is significant higher than the value (0.4) of Szabolcs-Szatmár-Bereg County. The dominance of the commercial accommodation is reflected by the number of guests received. The tourist's 47% put up at non-commercial accommodation (the national average is 11%, the county average is 12%). 2.3% of the total guests were foreigners, however nationally this ratio is 50%, and it is 19.5% in the county. In the small region the number of the guest-night (2.5) is not significantly behind from the national average (2.8).

In the small region there are 76 catering establishments, which involve 23 restaurants or buffets. The small region is below the national average by both indicators. Mainly the number of restaurants and buffets is low. 1000 inhabitants get 0.6 locality, in the county this value is 2 times higher, and in the country it is

4 times higher. In 34 settlements there is absolutely no restaurants and buffets. In 24 settlements there are not accommodation possibilities.

Digital content - English and foreign language access:

The internet started to influence greatly the development of tourism by the turn of the twenty-first century. The increasing number of tourists started to search the information by Internet for organising of their travels. They tried to get to know the travel destination, the potential accommodations and sights, the tour routes by Internet. That is why the greater presence of the Internet is strategic important in terms of all tourism business. In the Fehérgyarmat small region it is not other way in the case of church route. In the following section we will present the web pages connected with topic, their strengths and weaknesses. Another analysis aspect is the presentation of the foreign languages-use. The plan, which aims at the promoting of tourism in the small region, have to achieved the tourists arriving from abroad to achieve great success.

Temple-tour.eu

The most important sights of the church route are presented by www.temple-tour.eu website. This website is well suited to the visitors know the detailed history and state of the medieval church. A brochure can be downloadable about every church, which summarizes the most important information of the building. The further advantage of the website is that we can also search local restaurants, financial services institutions, gift shops and information points in addition to the churches. In terms of the small region the disadvantage of this website is to present not only churches of the Fehérgyarmat small region, but also all the local churches. In the case of realization of the churches rout by bike, in any case a similar quality and separate website would be needed to create. The further disadvantage of this website is that can be not available any foreign languages. On the various national information websites (e.g. www.iranymagyarorszag.hu and Wikipedia) relatively much information can be available about the most settlements. However, it must be said the own websites fit better for the satisfaction of the 'information hunger' of tourists. Additionally it makes those settlements more attractive, which advertise own attractions in own website.

The websites of the settlements:



Nagyar:

The website of Nagyar is very informative. The tourist information can be found on a beautiful, user-friendly interface beside the news, which affects the citizens of the settlement. Among these, the most important things are the attractions- and accommodation-tab. In the attraction-tab can be found a detailed description of the castles, churches, and the natural-, ethnographic- and literary values. In the accommodation-tab the opening hours of catering facilities and shopping can be found. Further tourist-friendly function of website is to draw the attention of the tourists to sights of the surrounding villages. The website does not have a foreign language version.

Kölcse:

The website of this settlement contains no information for tourists beside a short summary about the history of the settlement. The design of the website is nice, however it provide plentiful information only the people living there. The website is only available in Hungarian.

Sonkád:

The web interface of this settlement is very user-friendly. The people arriving to the website encounter with a dear, invitation text. In the attraction-tab the church of the village and the dam is called „Kisbukó” can be found. Unfortunately, description of the church is not available from the website. These problems are important to avoid, as it can worsen the orientation. In the website we can also found the accommodation of Sonkád. The website is only available in Hungarian.

Vámosoroszi:

The website of Vámosoroszi is not so attractive than the above settlement's website at the first glance. Attraction-tab and national monument-tab can be found in the website, however there is 'just one' description of the church. Positive side, it is located in the German-language description about the settlements, but it is difficult to find. In addition there is also a visual impaired version on the website.

Nagyszekeres:

The website of Nagyszekeres is based on the same module as of Vámosoroszi. The church of village can be found in the ornament of village-tab. The website draws attention specifically to this tab. In the attractions-tab the imposing

building of wagon museum, Millennium Memorial Park, Church Park and the country house can be found. The website says a lot about its freshness that the programs included an event in 2009. The site has not foreign language version.

Jánkmajtis:

The website is slightly difficult to use at first glance. After the homepage, which is beautiful, but difficult to read, a completely different style website receives entrant. Much important information can be found for the local people, however nothing for the tourists. The website is available only in Hungarian.

Túrricse:

The website of Túrricse stands out from the pages of the small settlements. The arriving people are received by a short introduction, and struck immediately that some parts of the website is available in Germany language. It has only one negative: the descriptions of the sights are very hard to find

Szamosújlak:

The website of Szamosújlak cause two kinds of sensation for people click on the page. On the one hand it is very difficult to recognize between the thrown out results by search that it really is the official site of the settlement. Then the link leads to not very user-friendly interface. On the other hand – and it is the positive side – the website is very informative. An extensive description can be found about the attractions, the history of the village and famous people who live in settlement. The website is not available in foreign language.

Csegöld:

Csegöld settlement has a website, however most – so neither the tabs for tourists - are not available.

Gacsály:

The website of the settlement is easy to use; all the information can be found quickly. In the tourism-tab comprehensive description can be found. So we can read about the church of the settlement, and important attracting tourist opportunities e.g. fishing and hunting. The website is not available in foreign language.

Fehérgyarmat:

The centre website of small region is worthy to their position. Nicely designed, professional, information-rich interface waiting for the visitor. In the tourism-tab

appear more opportunities: tour opportunities, sights of village, accommodations, catering units, 'plum road' etc. The website is available in English and German.

Settlements, which do not have own website:

Túristvándi, Tiszakórod, Kisszekeres, Gyügye

Summarising the information, which can be found the digital media interfaces, we can say that the websites generally are not prepared to provide information to the visitors. It can be said about website of Fehérgyarmat, that it fully meets the requirements. We have to emphasize the website of church tour, which is a good example, that a well-structured website is able to pass a lot of information about a tourist attraction. Further problem is only website of Fehérgyarmat has English version between the pages.

Summary

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 indicators¹¹. 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 settlements¹², 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 index, which includes 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

¹¹ Balás Gábor – Kozma Noémi – Nyíri Noémi - Czaller László – Kulcsár Gábor – Luksander Alexandra (2012): Fehérgyarmati kistérségi tükör - Helyzetfeltárás

¹² Personal calculation, based on the indicators of KSH Tstar

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 Union¹³, moreover it shows strong regional specificities. In Eastern-Hungary and smaller settlements difficult to find people who speak foreign languages.

¹³ Vágó Irén 2009: <http://www.ofi.hu/tudastar/fokuszban-nyelvtanulas/vago-iren-nyelvtanulasi>

SWOT analysis

<p><u>Strengths</u></p> <p>A high number of primary producers</p> <p>Rural accommodation, which are built higher ratio than the county average.</p> <p>Strong religious traditions</p> <p>Hospitable communities</p>	<p><u>Weaknesses</u></p> <p>Lagging small regions</p> <p>High unemployment</p> <p>Low education and low qualifications</p> <p>High emigration, especially among the active population</p> <p>Lack of digital content</p> <p>There are few websites in foreign languages</p>
<p><u>Threats</u></p> <p>Obstacles of the foreign tourists' attraction</p> <ul style="list-style-type: none"> • Language skills • Popularity of small region • Accommodations comfort level <p>Guest retention capacity</p> <ul style="list-style-type: none"> • There is not enough program to ensure guests long-term recreation <p>Resource shortages in the organization of the local programs</p> <ul style="list-style-type: none"> • human • financial 	<p><u>Opportunities</u></p> <p>Further development of rural tourism</p> <p>Production of the local tradition-based (organic) food, beverage</p> <p>Organization of local value-based programs</p> <ul style="list-style-type: none"> • Strengthening of the 'Sacred' Tourism <p>The development of multilingual website which is sum up the possible routes and programme.</p>

2. Routes and location¹⁴¹⁵

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.

Settlements, which is accessible by cycle paths

Nagyar:

Nagyar is located beside the Túr River, between Kisar and Szatmárcseke. In this settlement can be found the Reformed Church of Nagyar, which can be potential tourist destination. It becomes easily accessible by cycle path from Fehérgyarmat, with the combination of Fehérgyarmat-Kisar cycle path and cycle path being getting ready along Tisza River, which will be completed by the end of 2013.

Tizsakóród:

Tizsakóród is located on the cycle path along the Tisza River, so if the entire Tisza River section will be finished, it will become easily accessible destination for cyclists from the direction of the both. Fehérgyarmat will be reached by bike - similar to Nagyar - with use of Fehérgyarmat-Kisar and the cycle path along

¹⁴ A fejezetben használt vasúti menetrenddel kapcsolatos információk a <http://www.mav-start.hu/> weboldalról, a busz menetrenddel kapcsolatos információk pedig a http://ujmenetrend.cdata.hu/uj_menetrend/volan/ weboldalról származnak.

¹⁵ A települések kerékpáros megközelíthetőségét a „Helyzetfelmérés a kerékpáros közlekedés helyzetéről a Fehérgyarmati és Csengeri Kistérségben a HURO/1001/154/1.1.3 Két keréken a Szatmárban projekt keretében” és a „Szabolcs-Szatmár-Bereg megye Szatmári térségben a FETIKÖVIZIG és Fehérgyarmat Város Önkormányzata által tervezett, megvalósuló és megvalósult kerékpárút beruházások rövid összefoglalója” c. dokumentumok alapján készültek

Tisza. While the proposed cycle path is finishing, we should ride the bicycle 20 km on a by-road with low traffic.

Fehérgyarmat:

The Reformed Church of the small region's centre can be potential tourist destination. The settlement is situated in the centre of the cycle paths' development. The Fehérgyarmat-Kisar cycle path getting ready by 31st December 2013, by which the settlement is connected to the bicycle infrastructure along Tisza. Planned bicycle route is the Fehérgyarmat-Tunyogmatolcs by which the settlement wins connectivity option to the cycle path running on both sides of Szamos (HUROVELO project).

Gyügye:

The settlement is located south of the centre of the small region, beside the Szamos, between Cégénydányád and Szamosújlak. The Reformed Church of Gyügye can be 'sacred' tourism potential destinations. In spite of the small size of the settlement, it can be reached by bicycle in several ways. On the one hand the dams being built in the framework of HUROVELO project and the cycle paths are connecting settlements along Szamos, through which Fehérgyarmat will become available from northerly direction and Szatmárnémeti from south. On the other hand the settlements, which are located in the south-east from Fehérgyarmat, become available by low traffic side-roads.

Szamosújlak:

Szamosújlak is situated between Gyügye and Jánkmajtis, on the riverside of Szamos. In terms of cycling infrastructure it has a good location like Gyügye. This settlement can be approached from two directions on completion of HUROVELO project.

Settlement reached by side-road being suited for cycling:

Jánkmajtis:

St. Martin's Catholic Church can be found in Jánkmajtis, which is also an attractive tourist destination. The settlement is avoided by created and to be

prepared cycle routes. Despite this it can be easily accessible by low traffic side-road from the cycle path getting ready along Szamos (coming from Romania and Fehérgyarmat equally).

Csegöld:

In Csegöld the building, which belonging to the domain of religious tourism, can be found the Greek Catholic Church of Csegöldi. The location of this settlement, which is situated half km from the Fehérgyarmat-Szatmárnémeti priority road, allows for easy access by car and bike as well.

Gacsály:

The Reformed Church of Gacsály is located the centre of the settlement. Gacsály can be available if we turn off the Fehérgyarmat-Szatmárnémeti priority road. The settlement is situated relatively far away from the cycle path along Szamos and Tisza, so Gacsály can not be reached directly by cycling, because in the small region the infrastructure created exclusively for cyclists is not available. If we take account of delivery of cycle path planned until 2014, two new possibilities will be opened to visitors in cycling. The settlement will be reached by cycle path in 90% from Fehérgyarmat: cycle path along Szamos (HUROVELO project) - Szamosbecs, Szamosbecs - Csengersima (Boden and Boden 2 projects), Csengersima - Zajta (cycle path/side road combined). By the help of between Csengersima Zajta sections, the reach of the settlement become easier from Romania (from border crossing point in Csengersima).

Túrricse:

Túrricse is located in the east part of the small region, so the Reformed Church of the settlement is more difficult than the other sights in the region. This is true even if we approach by bike or car. The cycle path along Túr – which is preparatory stage according to the Bicycle Development Plan issued– will make the cyclists' situation easier.

Nagyszekeres:

Nagyszekeres lie beside the priority road running between Fehérgyarmat and Szatmárnémeti. This priority road is an imaginary border, which slightly close the settlements lying along Szamos and easily accessible by bike, from settlements being on the other side of the main road. After the Fehérgyarmat-Gyügye route (see above), the settlement should be approached by the help of the Gyügye-Zsarolyán-Nagyszekeres 8 km long section. Two-thirds of the 8 km there is low traffic side road, one-thirds of the 8 km there is medium traffic side road.

Kisszekeres:

Kisszekeres is located between Nagyszekeres and Vámosoroszi. The approach opportunities of Kisszekeres correspond to circumstances of Nagyszekeres in all respects.

Vámosoroszi:

The accessibility of Reformed Church of Vámosoroszi is characterised by the negative effects of reference distance from Tisza-Túr-Szamos Rivers. The village is situated around the centre of the small region, therefore only the built or building roads used for cycling are far from Vámosoroszi. Based on the location, the advantage of the settlement is part of the semicircular path, which is linked more tourism destination and to be suited for cycling according to the development plan.

Sonkád:

Sonkád can become easily accessible cycling destination at the end of the cycle path along Tisza-Túr. Currently this settlement can be reached by bicycle only on the side road, which is suited for cycling. Based on the recommendation of Bike Development, the church of the village should be approached by branching off towards Sonkád (from the side road, which is situated between Vámosoroszi and Túrricse)

Kölcse:

The Reformed Church of Kölcse may become an attractive destination for cyclists, if the cycling infrastructure, which is building along Tisza-Túr, will be finished. In this case the cyclist reached the church only if they come from the direction of Sonkád, on the Road No. 491 (between Fehérgyarmat and Tiszabecs border crossing point) after 3 km.

Túristvándi:

The cycling approach of the village's Church depends on the finishing of the cycle path along Tisza. If the cycle path is ready for use, the settlement become easily accessible from the non-priority and low traffic roads without having to cross high traffic road. While the cycle path is developing, we need to cycle 15 km on Kisar-Nagyar-Szatmárcseke-Túristvándi side road.

Summary:

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.¹⁶ 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-Kisszekeres-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.

¹⁶ Considering only cycling path and side roads is suited to cycling.

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.

SWOT analysis

<p><u>Strengths</u></p> <ul style="list-style-type: none">• Along the possible routes a significant cycling infrastructure is developed, and further improvements are underway• Proximity to the nature and visual world of potential routes• Tour routes, which can be planned well, possibility of the circular tour• The opportunity of the approach by bus in every settlements	<p><u>Weaknesses</u></p> <ul style="list-style-type: none">• Not every city is connected to the cycling circulation• In the case of cycling approach sometimes we should be used the high traffic roads.• Quality of the road in low-rate road
<p><u>Threats</u></p> <ul style="list-style-type: none">• Delay of delivery of the planned bicycle routes• Lack of rental bikes on the tourist hotels• When travelling by bus continuous adjustment to the schedule because of rare transport, always buy a new ticket• 'Stray' tourists due to the lack of the board system	<p><u>Opportunities</u></p> <ul style="list-style-type: none">• Planning of further cycling path in line with the flood protection work• Production of tourist bus ticket (1-day ticket can be used for path)• Restaurants 'install' on the tourist routes.

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.

Nagyar:

In 15th century the parish church may have stood in the place of Nagyar's church at the first time. At present the north and south wall of nave can be seen in Reformed Church. The building was rebuilt in 1642, 1748 and finally in 1836, to gain its present form. In 1990 Székér György carried out the research of the church building.¹⁷

Without the reformed church Nagyar has several tourist destination. In the centre of the village three castles can be found, including the Luby-hall. It was renovated in 2012, and the Luby Interactive Museum was furnished. The sight related to building is the Antique rose garden, which the courtyard of the museum can be visited.

Túristvándi:

The Reformed Church of Túristvánd can be regard as large considering the rural conditions. One part of the building date from the Middle Age, but the memories of different ages can be discovered due to the redevelopments. The other sight of the village is still functioning water mill (18th century). In the ancient building of industry history, mill historical exhibition can be viewed ¹⁷

¹⁷ Source: Wikipedia article about Túristvándi
<http://hu.wikipedia.org/wiki/T%C3%BAristv%C3%A1ndi>

Tizsakóród:

The Reformed Church of Tizsakóród is beautifully renovated, only the floor plan reveals that its foundation was built - the XV. Century – in the Middle Ages. The church was rebuilt several times. Near by Tizsakóród the confluence of the Túr and the Tisza river can be found, where the High Weir (Nagybukó) of Túr present a beautiful prospect. The Túr flows into the Tisza like a waterfall. ¹⁸

Sonkád:

The Reformed Church of Sonkád was also rebuilt similarly the previously described churches. The original building can be built in 15th century. The church tower was added to the parish, which was still without a tower, in 1807. The confluence of New-Túr and Tisza can be found at fields of Sonkád. The dam, which is called Small Weis (Kisbukó), is located here; it is a popular tourists spot. ¹⁹

Kölcse:

The Reformed Church of Kölcse different from the surrounding churches, because of whitewashed buildings and a separate wooden bell tower. The bell tower was built in 1791. It can be stated that seen from without it present uniform, the medieval spectacle despite renovations. ²⁰

Fehérgyarmat:

The reformed Church of Fehérgyarmat was built in 15th century; however the exact date is uncertain. Only some elements imply the medieval origin besides

¹⁸ Source: Wikipedia article about Tizsakóród

<http://hu.wikipedia.org/wiki/Tizsak%C3%B3r%C3%B3d>

¹⁹ Source: Website of Sonkád <http://www.sonkad.hu/latnivalok.html>

²⁰ Source: Website of the tour of medieval churches in Szabolcs-Szatmár-Bereg and Szatmár county

[http://www.temple-](http://www.temple-tour.eu/index.php?option=com_content&view=article&id=5&Itemid=60&lang=hu)

[tour.eu/index.php?option=com_content&view=article&id=5&Itemid=60&lang=hu](http://www.temple-tour.eu/index.php?option=com_content&view=article&id=5&Itemid=60&lang=hu)

the form of ground plan. Research would be needed to explore the full details of the construction of contemporary²¹.

Late Baroque Catholic church can be found in the settlement, which was consecrated at the beginning of 1800s.²²

It is worth pointing there is swimming pool with thermal water in Fehérgyarmat, which provides recreational opportunities for tourists ²³

Nagyszekeres:

The Reformed Church of Nagyszekeres is situated in enclosed island by the Gógó brook. The wooden belfry is next to the whitewashed church. Due to the separate belfry the main building has retained the medieval shape.²⁴

Two additional destinations can be found in the village. The wagon museum was inaugurated in 2007, of which wooden building is welcoming to tourists, and the folk house.²⁵

Kisszekeres:

The Reformed Church of Kisszekeres is separate from the belfry, which function as a bell tower and it was built later. The building and its surrounding is very well-groomed, and it characterised by beautiful sight. In the place of the building chapel could be found at the beginning of 1300s; however the present building could be started to build in 15th century.

²¹ Source: The route of medieval churches in Szabolcs-Szatmár-Bereg and Szatmár counties website:http://www.temple-tour.eu/index.php?option=com_content&view=article&id=20&Itemid=60&lang=hu

²² Source: Wikipedia article about Fehérgyarmat <http://hu.wikipedia.org/wiki/Fehergyarmat>

²³ Source: Medical Bath of Fehérgyarmat <http://gyogyfurdo.szbkorszak.hu/>

²⁴ Source: The route of medieval churches in Szabolcs-Szatmár-Bereg and Szatmár counties website: http://www.temple-tour.eu/index.php?option=com_content&view=article&id=23&Itemid=60&lang=hu

²⁵ Source: Website of settlement <http://www.nagyszekeres.hu/>

Vámosoroszi:

The sight of the Reformed Church of Vámosoroszi is particular compared with the surrounding churches. Octagon forming Tower, which was added to whitewashed church about in 1820, shows beautiful unit with the nave, which was built in the Middle Ages, and its original form are still being kept ²⁶

Gyügye:

The cultural value of the Reformed Church of Gyügye is not only the beautiful renovated building, which holds mediaeval form, but also the results of scientific work was carried out by art historians and restorers. The renovations were taking place between 1998 and 2003. The church won the Europe Nostra award in 2004, a year after the consecration. The building without the tower is consists of two parts. This division also retained the shape of the original building.

Szamosújlak:

Whitewashed Reformed Church without tower is found in Szamosújlak. The congregational building was renovated between 1992 and 1995, during the renovation the art historical mapping of the church has been carried out. The building won Europe Nostra award as the fruit of successful work.

Túrricse:

The Reformed Church of Túrricse retained the medieval shape. The most obvious difference is that the church of Túrricse is not held by supporting walls. The interior is also found the medieval monuments.

Gacsály:

The Reformed Church of Gacsály is different from the surroundings churches in its size and shape. Supporting walls structure and high octagonal tower is unique. The boarded ceiling, to which fasted the remaining parts of the wooden ceiling in 1759, has artistic value. The dingy ornaments are high quality art treasure also in this form.²⁶

²⁶Source: The website of the route of medieval churches in Szabolcs-Szatmár-Bereg and Szatmár counties:



Jánkmajtis:

The Reformed Church of Jánkmajtis is different from other historic churches of small region not only denominational classification, but also its significant dimensions. From outside the windows of supporting walls building, from inside nicely outlined vault provides beauty sight for tourists. ²⁷

Csegöld:

Greek Church can be found in Csegöld. In the small region there are several Greek Churches, however this is the only one that has a history of medieval. This further enriches the already wealthy tourist attractions. Based on the researches the unplastered section represents the contemporary cover. The inside of the building has retained its medieval traces.²⁷

Summary:

After the series churches, 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

http://www.temple-tour.eu/index.php?option=com_content&view=article&id=53&Itemid=60&lang=hu

²⁷ Source: Jánkmajtisi Római Katolikus és Csegöldi Görög Katolikus Templomok turisztikai fejlesztése 2012.

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.

SWO T analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Europa Nostra Prize churches • Density of churches and historic building • Churches of three denominations can be found • The high number of Reformed Church is unique among the sacred pilgrimages, which based on Catholic Church 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Some churches need renovation • There is little available prospectus in foreign languages
<p>Threats</p> <ul style="list-style-type: none"> • There is little local capacity to receive foreign tourists (language barriers) • The churches are not always open- need for developing a tourist-friendly solutions 	<p>Opportunities</p> <ul style="list-style-type: none"> • Aimed reformed target audience (both domestic and foreign opportunities) • Development of tours supported by guide • The bicycle traffic, as an environmentally friendly form of travel

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.

Voluntarism and civil activity

In Fehérgyarmat small region there were 164 non-profit organizations in 2010 (source: KSH non-profit collection of data: 2010). 1000 people get 4.1 non-governmental organisations. This ratio is lower than the national value (6.4). The statistics collect the organizations, which have registered centre in the small region. Naturally several national organizations, such as the Máltai Charity Service, are active in the small region. The one third of organizations is in operation at Fehérgyarmat, so the gravity effect of small region's can be perceived by this aspect. The social activity of the small region's settlements is indicative that sport (hunting or fishing) and/or vigilante organizations, and farmer's club (Botpalád, Csaholc, Nemesborzova, Olcsavaapáti, Panyola, Szatmárcseke, Tizsakóród, Tunyogmatolcs, Túristvándi) can be found in the 49 settlements. There are not registered organizations in Császló, Garbolc, Gyügye, Kishódos, Nagyhódos, Mánd, and in Tizsacsécse. The number of organizations shows relatively constancy; in 2007 there were 168 operating non-governmental organizations (NGOs) in the small region. The organization's 60% are NGOs and 30% is endowment. The national ratio is 53%, thus the associations are over-represented, which refer to the higher number of the self-motivated groups.

	National rate (%)	Small region rate (%)
Culture	12.5	9.1
Religion activities	2.3	3
Sports	11.6	17.7
Free time and hobby	17.1	18.9
Education	13.5	12.8
Research	2	1.2
Health service	4.7	3.7
Social work service	8.8	6.1
Civil defence, Fire-fighting	1.4	2.4
Environmental protection	2.7	1.8
Regional development, Housing	6.2	6.1
Economic development, Labor	2.7	3
Defence of rights	1.4	3
Protection of public safety	3.5	6.1
Multipurpose gift division, non-profit associations	1.2	0
International relationship	1.2	0
Professional and economic interest representation	6.2	3.7
Politics	0.8	1.2

In the organization's sphere of activity there is not significant differences compared to the national average. Primarily the sport organizations and organizations dealing with protection of public safety are notably over-represented. Those types of organizations which is characterized by the national umbrella organisations, such as environmental protection and professional and economic interest representation, less appear in the small region. On the whole it can be stated the non-profit organisations of Fehérgyarmat small region are sports, leisure and recreational activities oriented. Occasionally, but civil or religious organizations (Csegöld, Fülesd, Jánkmajtis, Kérsemjén, Kispalád, Magosliget, Nábrád, Rozsály, Tisztaberek) and defence of rights (Tunyogmatolcs) occur, which aim to support the disadvantages settlements (Rozsály, Szamosújlak, Uszka, Vámosoroszi, Zajta) and the minority of Roma²⁸.

13% of the organisations have not income in 2010; further 50% have income below 1 million. Three organisations have their income over 50 million HUF.

²⁷Balás Gábor – Kozma Noémi – Nyíri Noémi - Czaller László – Kulcsár Gábor – Luksander Alexandra (2012): Fehérgyarmati kistérségi tükör - Helyzetfeltárás

Based on the income data, it can be stated the 90% of the organisation had not one full-time employee. This value is practically corresponded with the national ratio. In the volunteer involving organizations the small region is similar to the national trends. 28% of the non-profit organisations there were constant volunteers and in 52% there were occasional volunteers (KSH Nonprofit 2007). One organisation per 8 volunteers reflected the national average. On the whole it can be stated that the activity number of civil organisations is lower than the national average, however we have not experienced significant differences in the calculated indicators of one organisation.

Information can be available from the persons, who find voluntary work in the non-governmental organisation, at the level of county¹⁴. In Szabolcs-Szatmár-Bereg County the most important motivational factor of the volunteers are the value-orientation and social sensitivity. This is followed by the reputation related to organisational working. The environmental protection is among the important motivational factors. If the motivations are compared with the national data, the civilian work, which is undertaken because of the government and local municipal deficits, is emphasized. The underprivileged small region the scope for action of municipalities is very limited. In such situations extremely important that the local inhabitants take over part of the municipal tasks through the social engagement. Based on the results of the MÖMK's research the people living in Szabolcs feel its importance, and recognize that they should contribute to the development of community and local society in some situation.

Political activity²⁹

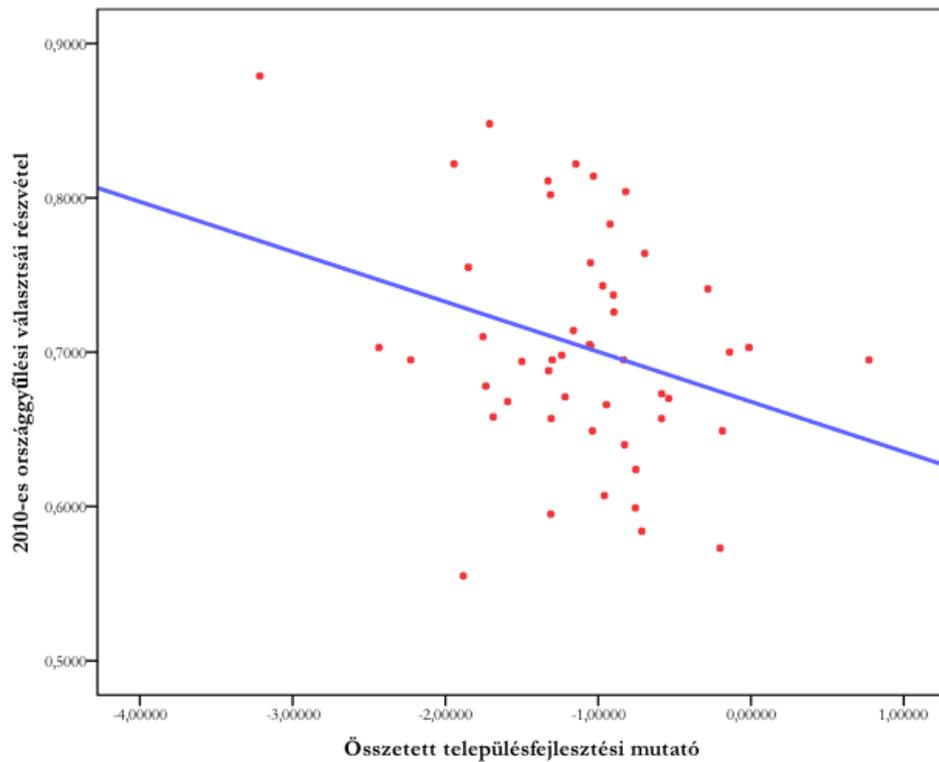
The turnouts at election (national, municipal and European Parliament elections) are important measure of the social taking responsibility. In the parliamentary election (2010) 29614 constituents can vote in the small region. The first round of elections 68.65% of the citizens voted. This value is significantly higher than the national rate (64%). The election (in 2010, such as in the previous elections) is characterized by the highest participation in the villages in addition to Budapest. In these settlements is still strongly alive the kind of conventionalism, which participate in the election as an important

²⁹ Source of the subsection: www.valasztas.hu

moments of public life. In 8 settlements 80% participation rate was, in Uszka Uszkán it is approximated 90%. Six settlements were below 60 per cent the participation: Nagyszekeres, Méhtelek, Jánkmajtis, Nábrád and Darnó. In Darnó the participation rate was the 55.5%. The centre of the small region the participation rate was 69.5%.

In the European Parliament election (2009) the participation rate not be lower than the national average. In Hungary the EP election 36% of the voters participation in election, however in the Fehérgyarmat small region was 37.3%. According to the data this election was much lower the election willingness than one year later in the parliamentary elections because of the smaller significance ascribed to the election. In 8 settlements the participation rate was above 50% and in 2 settlements it was above 60% (Tizacsécse 62.3% and Uszka 64.7%). In Uszka, which is one of the most underdeveloped settlements in region, the participate rate was far above average on both presented elections. In the settlements the participation rate was 30% – in Mánd it was the lowest 22.3%. In Nemesborozova and Tizacsécse the difference between the two elections was the smallest (below 20%), in Csalolcon and Mánd 40 percentage less citizens voted. On the whole it can be said that the settlements, where the participation rate was above average, in EP election (2009) rather high participation could be measured.

In connection with the participation is very important, how important people think the electoral participation in the lower socio-economic situation settlements. In many cases, it can be observed that people living in underprivileged settlements give up the political participation, because they feel to unable to say in public affairs. In these settlements the high participation is indicators of the local people try to actively say in the public affairs. As the following graph shows, in the parliament election (2010) those residents, who live in worse situation settlements voted higher than the average proportion.



Although the relationship was not so strong the same trend prevailed in the 2009 EP elections.

Norms, identity

So as to recognise the values, the attitudes, and local identity of the local residents the sociology data collection, which the area would be represented adequately, is not available in the last few years. Therefore, in this subsection the region is widely interpreted, and the data of Szabolcs-Szatmár-Bereg County are presented in the following. Although the Fehérgyarmat small region presumably possesses specific characteristics of values, however the values and the attitudes are auto-correlated strongly spatially. It means the values and identity of residents, who live in area close to each other, is similarly. For this reason the county data is good indicators to understand the norms and identity of residents. The source of the data is the European Values Research (EVS) in 2008^{30,31} 88% of the people living in county consider the family is very

²⁹Jelenfi Gábor, Kmetty Zoltán, Tóth Zsolt: Értékek és preferenciák, In: Rosta Gergely, Tomka Miklós (szerk.): Mit értékelnek a magyarok?: Az Európai Értékrend Vizsgálat 2008. évi magyar eredményei, Budapest: Faludi Ferenc

important, however the work, as value is very significant to 60%. Based on the research 6% of the population consider the politics is essential. These data are rendered the national trends. The most striking difference can be observed in the judgement of religion. 30% of the people living in county consider the religion is very important, however in the country this ratio is 16%. Thus, these data are reflected by the trends presented in the first chapter. In other words, in this region the religion and the churches play more important role in people's lives than the national average.

He general trust is an important indicator of the social capital. In this respect, the whole Hungary is characterized by the general distrust. Only every fifth people think that the people can usually be trusted. In Szabolcs-Szatmár-Bereg County this ratio is 16%. In county fewer people than the national average think that the people are usually helpful and higher proportion believe that there is only a small influence on the evolution of their life. If we exteriorize the happiness level of people on 0-100 scale, we obtain 53 point values in county, and 64 point value in country. Consequently the population of this region is more distrustful and unhappy than the average. The difficult economic situation of the region is reflected by these data.

In the region heavily conservative orientation is observed in the score of family. 98% of the respondents in research agreed that the children need father and mother also in order to grow up happily. 95% thought woman needs children to be complete her life. Only 15% agreed that the marriage is out of date, and 52% disagreed that woman, as single parent, wants a child and does not want a permanent partnership with a man. In all listed indicators the population of this county is more conservative than the national average. This kind of classic family-centred was outlined by the low divorce rate presented in the first chapter. In the macro data one birth per abortion was above the national average in Fehérgyarmat small region. However the survey results reflect more conservative viewpoint than the national average in this small region. 45% of the

Akadémia, 2010. pp. 313-346.

³⁰ Kmetty Zoltán: Normativitás, lokálitás, institucionalizmus, In: Rosta Gergely, Tomka Miklós (szerk.): Mit értékelnek a magyarok?: Az Európai Értékrend Vizsgálat 2008. évi magyar eredményei, Budapest: Faludi Ferenc Akadémia, 2010. pp. 347-376.

people living in county agree the abortion if the woman is not married. This rate is 55% in the country.

In contrast with the low level of general trust the institutional confidence is higher than the national average.

Table: How much do you trust in the following institutions? Projected value from 0 to 100 scale. The meaning of 100: trust in the institution very much.

	National	County	Difference
... in the church?	45	63	18
... in the education system?	51	54	3
... in the police?	50	53	3
... in the environmental organisation?	50	52	3
... in the ENSZ?	49	52	3
... in the European Unio?	49	52	2
... in the armed forces?	44	50	7
... in the NATO?	48	50	2
... in the public administration?	44	47	4
... in the healthcare system?	40	47	7
... in the justice system?	43	45	2
... in the social security?	42	44	3
... in the big companies?	38	41	3
... in the trades union?	33	37	5
... in the press?	33	37	4
... in the parliament?	31	34	3
... in the political parties?	23	25	1

We have already mentioned the above-average religiousness in connection with more information. This is supported by the people living in this region trust in the church mostly. This information is even more striking, if we compare the national 45-point assessment with the county's 65 points. Practically national above-average values can be red from the table in case of all examined institutions. We can experience significant differences in the judgement of the armed forced and the healthcare system. Based on the survey (2008) the trust related to political parties was the lowest, which corresponded to the national trends. The people living in this region are less tolerant in connection with the family making easier the individual patch of life. 91% think the wrongful use of governmental allocations can be permitted under no circumstances. 84% totally

condemn the tax evasion and trickery. These proportions are 81% and 75% in the country.

55% of the people living in this region feel mainly belonging to their villages, 2% have regional identity, 40% feel mainly belonging to Hungary and only 1% considers themselves primarily EU citizens. These rates correspond to the national trends, but the regional and European identity is weaker in conformity with the total population.

Intangible culture:

The region's most important cultural event is the Szatmár Festival and within this the Gyarmati Vígasságok, which was organised in the recent years. In this Festival, which hold at the closest weekend to 20 August, traditionalism is the focus. In these events yurt village is constructed, which villages of the conquering Hungarians are evoked, and you can spend your time with variety arts. This event is large, so it can attract visitors to the area

Within the Szatmár Festival further programs are also organized:³²

Túr-party in Kölcse

They wait for interested guests with a variety of dishes and fairs, which are characteristics of this country side along the coast of Túr.

Nut festival in Milota

The village's crops are the world-famous the thin-skinned nuts, which are known paper-skinned. The inhabitants of Milota are proud of their nuts, and the Nuts Festival are organised at last Saturday of August in every year in order to promote the famous crops. In this day the visitors can taste number of foods made from nuts in the village is decorated with flowers.

The Szenkeparti Grand Market in Penyige

In this events there are tradition, gastronomic and tourist attractions. In recent years, there are occasionally more than 25 thousand visitors.

³² „A Szatmár-Beregi Natúrpark „ szakmai dokumentáció - 2008

Plum Jam cooking competition in Szatmárcseke

In Szatmárcseke everybody can know how to prepare for a real plum jam. Anyone can try the all-night stir. The event takes place in the Kölcsey Inn, which is found in the vicinity of the stadium. The tents are set up in the shade of one hundred years trees. The uncooked jam, which is called cibere, then the jam boil in the adobe layered cauldron for 2 days. In the garden there are the open-air theatre, and theme park and quizzes can be found in sports-grounds. In the adjacent area exhibition of fair, folk trades can be found.

Strudel Festival in Tiszakóród

Women and girls living in the village the jam-, cherries-, cabbage-strudel and the puff pastry filled with curd are also prepared currently. The preparation of this are learned by grandparents, thus the traditions are promoted.

Chowder cooking competition in Túristvándi

The competition will be held in the riverside of Túr and charming surroundings. The visitors are waited by fairs, and a variety of cultural events.

Further Szatmár events and festivals:

Gömböc competition in Kömörő

During the traditional pig sticking the competitors undertake to prepare the most delicious Gömböc.

Cross-border World Music Festival in Panyola

The traditional culture of the Hungarian-Ukrainian-Romanian triple border is presented in wonderful surroundings.

Cinke cooking competition in Szatmárcseke

The cinke is a kind of the Hungarian bean goulash, which is served with ancient folk foods during the competition.

Meeting of millers in Túristvándi

In the framework of the short time-travel this event would like to show the work and lifestyle of old millers and the gastronomical interesting things, which is typical of them. The visitors can know the rich contrasts and similarity of different countries and regions. The independent jury and the audience value the clothing of teams, the creativity of their debut and the prepared meals and the results, which are achieved in the field events.

The region has a long tradition the basketwork, the fretwork, the making of canvas flower, and the pottery.

Handicraft products:

In the area, the basic material of the traditional handicraft products is the plum of Szatmár. A lot of exacting, handicraft product can be produced from the szatmár plum, however in the country the most well-known products are the plum jam and the plum brendy (pálinka). These goods provide culinary enjoyment, and they have such a reputation, which can help the region to attract the visitors. The most important thing is these small villages generate family enterprises, which can expect the arriving tourist with constant, high-quality products.

Summary

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.

SWOT analysis

<p><u>Strengths</u></p> <ul style="list-style-type: none">• High political activity• The residents of the economically disadvantages settlements participate in political votes• The activity rate of working NGOs, the number of volunteers• Strong pledging for the churches• Strong local identity• Szatmár Festival, Gyarmati Vígasságok, cultural programs based on folk traditionalism• The plum „brand” of Szatmár (pálinka)	<p><u>Weaknesses</u></p> <ul style="list-style-type: none">• Low common trust• Few employees in the NGOs• The non-governmental organizations are not enough financial strength
<p><u>Threats</u></p> <ul style="list-style-type: none">• The volunteers, who work in sport and leisure-oriented non-governmental, is difficult to involve other types of social engagement• The distrust, which is connected with the political actors, degrade the social support of the project which is developed by the municipal• The local identity is primarily connected the people to the settlements and less to the region.	<p><u>Opportunities</u></p> <ul style="list-style-type: none">• To strengthen the civil sector, to increase the volunteers’ number and his activity• Support of active non-governmental organisations, financing of the events and programs• Support of the civilian and civic initiatives, which extend outside the settlements• To strengthen further the local handicraft products