

**Association of Municipalities in the Upper-Tisza Area** (Lead Partner) decided to implement two pilot actions: “**Accessibility Model**” that is focused on the improvement of accessibility of the medieval churches in the area, thus LP placed information boards on the cycle paths. The second one, titled “**Cultural Tourism**” was dedicated to placing audio guide instruments in selected churches on the route and development of GPS-based navigation system for 2 cycle tours.

### “**Accessibility Model**”

Within THETRIS project the “Accessibility model” pilot was implemented by the Association of Municipalities in the Upper-Tisza Area from Hungary. The implementation of the pilot actions took place between June 2013 and March 2014 (10 months). The aim of the implemented action was to improve access to information about sacral heritage in the region, as the conducted analysis showed that in the Upper-Tisza region access to churches and to cultural heritage is difficult. Although churches are quite close to each other, roads are often in bad condition and no signposts are available. As there was identified lack of traditional cycling routes, hiking paths, etc. the pilot was aiming to combine a solution for the problem with the accessibility of churches, and for the preservation of its heritage.

The activities realized within pilot action included mapping of possible parts of the area where the accessibility can be solved by establishing bike route, based on this, establishing thematic path using the available infrastructure of the river banks, signposting preparation of signposting with information on nearby attractions and cultural heritage. In order to call the attention of the locals as well as possible visitors to the new opportunity of getting access to the different important cultural sites this way, different materials (digital and printed) were prepared. The GPS based visitor guide developed in the other pilot of the Lead Partner (“Cultural tourism”) and that is also available for the users of those paths. This navigation system can guide them along the path as well.

As a part of “Accessibility model” pilot a thematic map was created, on which two bicycle tours are illustrated. During this pilot action two routes were developed:

- Fehérgyarmat – Tiszacsécse
- Fehérgyarmat – Cégénydányád

Guiding and information signs were placed along the bike tour. Multilingual leaflets, publications, digital and printed maps were presented. In front of Churches information boards were replaced.

An important element of the pilot action was creation of network of various regional partners (churches, majors, local citizens) in order to work together on the exact content of the map, and the sign-posts. During the pilot seminar partners will be informed about how accessibility of churches could be achieved.

It is believed that the implemented pilot action will help to improve the cultural tourism in small towns and villages in the Central Europe area. Due to the bicycle tour, the leaflets, the brochures, and the printed and digital map the people living here will be more aware of the consequences of their actions and will be making more aware decisions about preservation of local cultural heritage.



### **“Cultural Tourism”**

Within THETRIS project the “Cultural tourism” pilot was implemented by the Association of Municipalities in the Upper-Tisza Area from Hungary. The implementation of the pilot actions

took place between June 2013 and March 2014 (10 months). The aim of implemented action was to improve access to information about sacral heritage in the region and to propose a new solution for tourists coming to Fehérgyarmat Region/Upper-Tisza Area in Hungary.

The pilot focused on development of two main elements:

Audio guide system for the churches on the THETRIS route. The equipment, that was installed in eight churches operates in 3 languages (Hungarian, English, German):

- Introducing each church giving information on history and attractions
- Hints to the other part of the Thetris transnational church route
- Operates in 3 languages (Hungarian, English, German)
- Middle age music in the background
- 2 cycle tours available in each church

GPS-based navigation system based on Pocket Guide application for 2 cycle tours, that were developed within "Accessibility model" pilot action:

- Starting point at bike rental where tablets can be borrowed
- Introduction of 8 churches and sights during the trip
- Operates in 3 languages (Hungarian, English, German)
- Connection with table signs (QR codes provided)
- Available on smart phones anywhere in the world
- Available on websites and leaflet
- Questionnaire requested as basis of self-evaluation

In this respect PocketGuide system played a very important role, by creating the route and connection of churches. The added value of implemented activities ins that the application not only been included the separate churches, but also the two tours. Thus, the cultural and historical values are linked. The interests of local people are to preserve the cultural and historical, as well as the natural values.

An advantage of the application is its accessibility, as almost everyone has a propose device for its usage nowadays. Also it included information not only about sacral heritage but about other monuments in the region linked by the bike route. In this way it gives to tourists, and also local communities, a possibility to experience and learn about local cultural heritage in a new way. The application is available in three languages: English, German and Hungarian.

The action implemented within the following pilot action will result in long-term social and economic effects that will be visible both on local and regional level. Also the following effects were identified during the pilot implementation: GPS based visitor guide system can help rural areas to introduce a better way to its visitors the cultural heritage, Improvement of access to sacral heritage objects for tourist and local communities. Also it is believed that if the locals see foreigners that come into the church, it is expected that more attention will be paid to preserve their cultural value (even the younger generations). PocketGuide system is very important element influencing the region, the route and connection of churches. The application was dedicated not only to sacral objects, but also to nearby heritage buildings linked by bike tour. Thus, the cultural and historical values are linked.