



EPICAH
Interreg Europe



European Union
European Regional
Development Fund

Good practices for CB cultural & natural heritage tourism in Romanian-Hungarian border area

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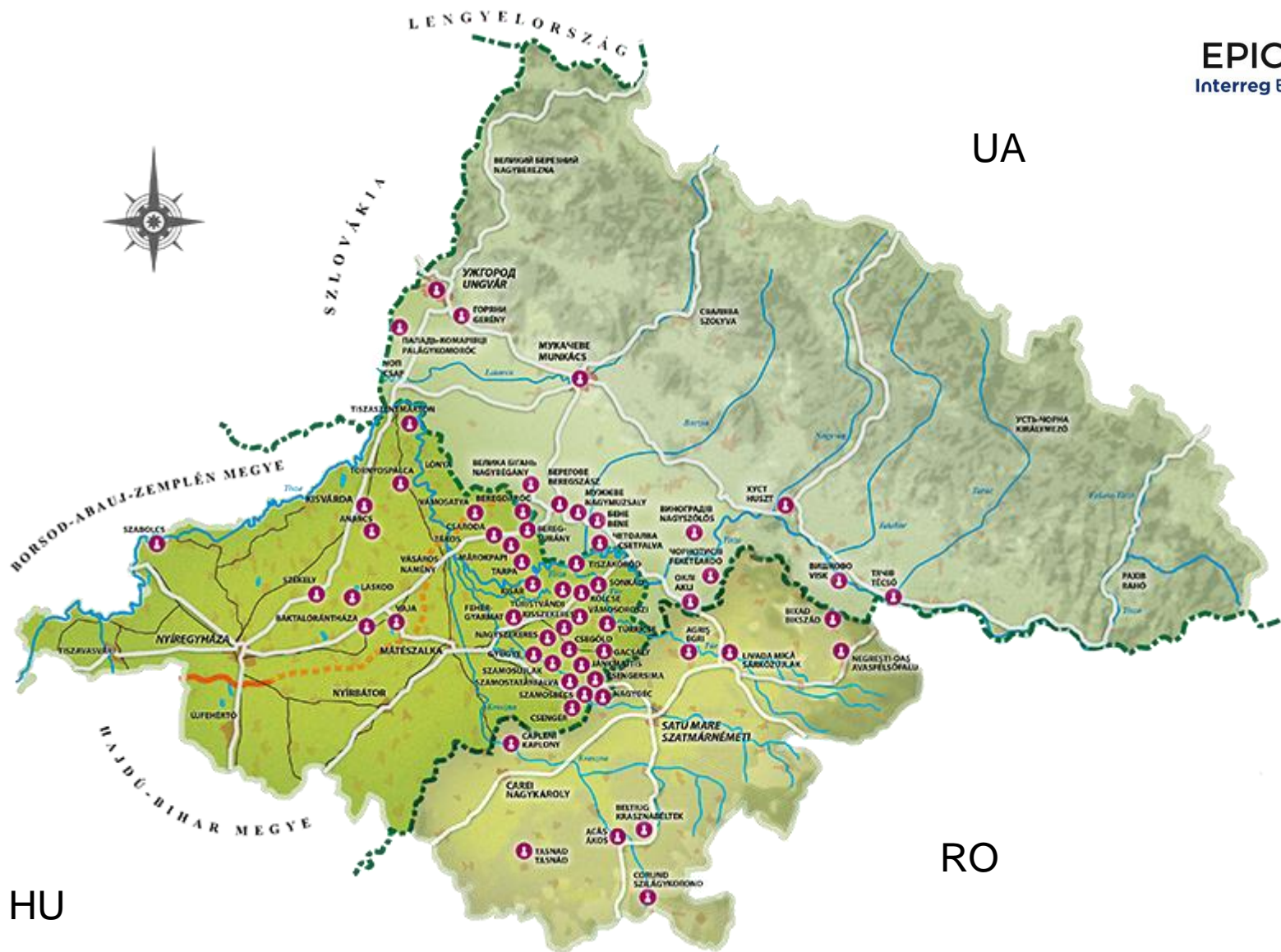
Braga, 30 May, 2019 | CB Tourism Fair

Route of Medieval Churches



Thematic route presenting the medieval ecclesiastical heritage of three geographical units: Szabolcs-Szatmár-Bereg(HU), Satu Mare(RO) and Transcarpathia (Zakarpatska) (UA).





This is the region where Gothic architecture meets the wooden churches characteristic to the Eastern Orthodox denomination.

The purpose is to develop the tourist route by using this ecclesiastical heritage of Medieval Churches , which was established in 2009.

The main target group is the is the metropolitan cities intellectuals open to cultural tourism, ecclesiastical groups, cycling tourists and youth groups, because the heritage can play an important role in shaping their identity by these values.

The Route was launched in 2009 with the support of a Hungary-Romania CBC Program.

From the historical Szatmar region, it was created by chaining 20 Hungarian and 13 Romanian churches.

In 2010, was launched as a continuation under the Hungary-Slovakia-Romania-Ukraine ENPI CBC Programme, involving 32 further churches in, 17 ones from Szabolcs-Szatmár-Bereg, while 15 churches from Transcarpathia.







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HERITAGE TOURS:

Historical sites' heritage tour

St. László heritage tour

'Route of the Reformation' heritage tour

Heritage Tour of Partium

Bereg area, Transcarpathia heritage tour.

Resources needed:

The total support of CBC programmes is of around 1,5M€ (ERDF): around 1,3 M€ under Ro-Hu CBC Program and 0,2 M€ under Hu-Sk-Ro-Ua ENPI CBC Program. The 1st phase was implemented in the partnership with Szabolcs-Szatmár-Bereg and Satu Mare Counties Councils, the 2nd also with Transcarpathia Council.

Evidence of success

In 2017 awarded as Hungary's Best Cultural Destination within EDEN (European Destination of Excellence).

Major resources for the restoration of heritage objectives.

5 Thematic tours developed:

Published Art history, archaeological and historical researches.

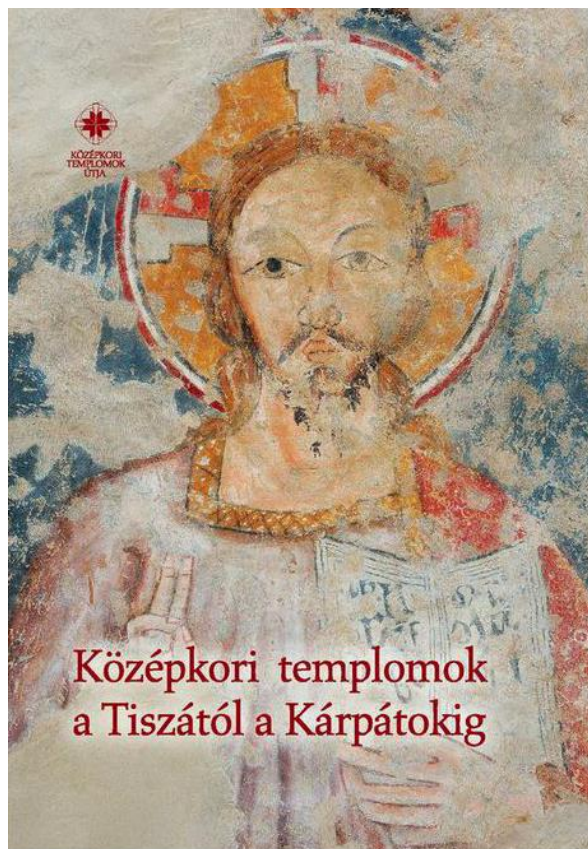
Visitor-friendly developments in 19 churches.

CBC work between all the route stakeholders.



Középkori
egyházi építészet
Szatmárban

OPUS MIRABILE DÍJAZOTT, 2012.
MAGYAR TUDOMÁNYOS AKADÉMIA
MŰVÉSZETTÖRTÉNETI BIZOTTSÁGA



AWARDS


**VÁROSMARKETING
GYÉMÁNT DÍJ
2015**
VEDJEGY

SZSZBMFÜ NONPROFIT KFT.
RÉSZÉRE

Jelen oklevéllel igazoljuk, hogy **SZSZBMFÜ NONPROFIT KFT.** a 2015. évi Országos Városmarketing Díj pályázatra benyújtott **Középkori templomok útjának népszerűsítését szolgáló promóciós kampány** nevezésével **Külső kommunikációs megoldások és tartalom** kategóriában a 2015-ös pályázati időszakban eredményes, az értékelési kritériumoknak megfelelő, a szakmai zsűri által színvonalasnak értékelt, városmarketing tevékenységet végzett.

A Magyar Marketing Szövetség, valamint a pályázat társkiíróinak célja, hogy a sikeres, hatékony marketingmegoldások elismerésével és azok széles körű népszerűsítésével hozzájáruljon az igényes, szakmailag helyes gyakorlat elterjedéséhez.


HINORA FERENC
MMSZ, elnök, zsűritag


Budapest,
2015. május 28.


DR. PISKÓTI ISTVÁN
MMSZ elnökségi tag, zsűrielnök



www.templomut.hu



“Magyarország legígéretesebb kulturális úti célja”

Oklevél

Szabolcs-Szatmár-Bereg megyei Területfejlesztési és Környezetgazdálkodási Ügynökség Nonprofit Kft.

“Tündérmező öröksége - Középkori templomok útja a Felső-Tisza-vidéken” című pályázat számára, amely

első helyezést ért el

az Európai Bizottság által kezdeményezett,
a Magyar Turisztikai Ügynökség által végrehajtott

Kiváló Európai Desztinációk - European Destinations of Excellence - EDEN elnevezésű program keretében kiírt

“Vidéki MÚZSA kerestetik - Múzeumok, Úti célok, Zseniális Attrakciók” pályázaton.

Köszönjük a részvételt és a további munkájukhoz sok sikert kívánunk!

Budapest, 2017. szeptember 15.



Dr. Guller Zoltán
vezérigazgató
Magyar Turisztikai Ügynökség



MAGYAR
TURISZTIKAI ÜGYNÖKSÉG

“Plum as a connecting link in the development of the tourism in the Szatmar Region”



CB business co-operation, with special regard to the development of tourism and within this the improvement of tourist appeal, joint product development and marketing, based on a common treasure, Szatmar Plum.



Hungary-Romania
Cross-Border Co-operation
Programme 2007-2013

Target groups:

tourism, gastronomy professionals of the two counties, stakeholders of the area concerned by the project, stakeholders of companies engaged in tourism, stakeholders -in-charge of tourism of professional organisations and local governments.

Thematic Touristic Route was completed as part of a product development process, as a standalone product program, its concept and joint marketing activity were realized.

The Szilva Út Egyesület as leading organization of events, conducts professional travel tours, organizing invitational tourism publications and presentation films as well as website of the project with the online tourist data bank of Szatmár-Szatmár Szilvaút, available in Romanian and Hungarian languages.

Resources needed

The project was financed through Hungary - Romania CBC Programme 2007-2013.

Total Project budget: 212 116,00 €

Total ERDF awarded: 172 757,00 €

Project partners:“ Szatmár-Beregi Szilva Út Egyesület” -Hungary, Chamber of Commerce& Industry Satu Mare -Romania





Evidence of success

The Plum Route (Szatmár Szilvaút), an independent tourism product.

Partner service providers and stakeholders: Thermal and Wellness Bath, Waterfront Park, Tarpa Natura Ltd, Bereg Treasures Gift , Hungarikum Manufaktura, Panyolai Szilvórium , Guesthouse and Lekvárium - Penyige, Horse riding, Tourinform service.

The main activities and results were: "House of Szatmár Plum" in Hungary; "Szatmar Plum Showing Room" in Romania; Species collection with the provincial plum species, study tours.

Attractions of the route:

**Brandy Distilleries, Plum Jam-Making
Factories, Demonstration Houses
Museums and national monuments,
Bereg Museum , Tomcsányi Mansion.**

<http://www.szilvaut.hu/>

“ Common revitalization of protected historical gardens in Carei and Géberjén”

Revitalization of two outstanding historical and natural values – the 200 year old park of Károlyi Castle and Jékey mansion park in Géberjén.



The investment part of the project consisted of the following:

In Carei, the main alleys were paved with natural materials (natural stone for the main ones and gravel for the secondary ones), the areas surrounding the Karolyi Castle and the Riding hall were rehabilitated, trees and bushes with dendrological value were planted, a replica of the Venetian fountain, that was originally brought from Venice in 1894.

In Geberjen the investment consisted of specific architectural interventions.

Resources needed

The project is funded under the Hungary-Romania CBC Programme 2007-2013.

Total Project budget: 967 183,14 €

Total ERDF awarded: 812 546,34 €



Evidence of success

The direct beneficiary of the project results is the population of Carei and Géberjén; primary, secondary and higher education students; botanists and other specialists visiting the Region.

Indirect target group: families, tourists, nature conservation civil society organizations, small and medium-sized service and tourism businesses.

Involved support from Hungarian and Romanian civil organizations, settlements who were able to cooperate, bring in their knowledge.

http://www.huro-cbc.eu/en/project_info/1552

“Co-operation of Nyírbátor and Carei for joint development of cross-border tourist destination”

To improve Cross-Border tourism by Construction of Visitor Centre, Riding Hall, Reconstruction of Greek Catholic Church in Nyírbátor and Riding Hall in Carei.



Target groups:

The Municipalities of Nyírbátor and Carei can offer diversified tourist attractions, their tourist appeal enhance increasingly, and it results growing number of tourists and tourism nights >> better economic and financial condition of the cities.

The Greek Catholic Parish of Nyírbátor can offer better condition for its following and due to its cross-border connections it is able to attract Romanian believer. The church is also an important tourist attraction.

Associated partners: the equine associations will operate the Riding Halls, they have better condition to organize the equine tourism of the cross-border tourist destination.

The main developments were as follows:

Nyírbátor: Construction of Visitor Centre, Construction of Riding Hall, Reconstruction of Greek Catholic Church.

Carei: Reconstruction of Riding Hall, Establishment of Panoptic(silicon sculpture museum).

Main results: 5 of improved tourist attractions; 10 thematic tourist packages developed; 2 joint marketing tools developed; 1 joint marketing strategy and marketing plan; 1000 visitors in Nyírbátor and Carei; webpage.

Resources needed

The project is funded under the Hungary-Romania CBC Programme 2007-2013.

Total Project budget: 1 536 230,00 €

Total ERDF awarded: 1 305 795,50 €

Partners: Municipality of Nyírbátor – Hungary, Municipality of Carei-Romania, Greek Catholic Parish of Nyírbátor.



Hungary-Romania
Cross-Border Co-operation
Programme 2007-2013

Co-operation of Nyírbátor and Carei for joint development of cross-border tourist destination

HURO/1101/124/2.1.3 CB DESTINATION

Two countries, one goal, joint success!



Panopticon Carei



Riding Centre Carei



Riding Hall Carei



European Union

European Regional Development Fund

www.hungary-romania-cbc.eu
www.huro-cbc.eu





Evidence of success

The beneficiaries are the citizens of both municipalities along with villages, settlements within the region. However the estimated number of direct beneficiaries from the project exceeded expectations, with tourists visiting these points of interest from outside the region.

<http://www.e-quus.com/index.php>

http://www.huro-cbc.eu/en/project_info/1651?month=11&year=2017

“Organization of interactive exhibitions in the castle of Carei and the manor house of Szabolcs”



To integrate the exhibitions and the two monuments in the touristic circuit of the region by achieving advertising materials for amateurs of cultural tourism.



The main developments were as follows:

A long term vision for tourism development in Carei. The exhibition consist of two distinct parts: re-arranging the historic interiors, which have been allocated 10 rooms on the first floor of the building and the thematic exhibition which focuses on local history, and will cover three rooms and the hall located on the ground floor of the castle.

A new interior exhibition in 4 rooms has been established in Szabolcs, which aims to introduce to the public the cultural life and material heritage of the gentry of the end of the 19th century and beginning of the 20th century.



Resources needed

The project is funded under the Hungary-Romania CBC Programme 2007-2013.

The contribution of the European Union from FEDR funding is 858.696,35 EUR.

Partners: Szabolcs-Szatmár-Bereg megyei Önkormányzat Múzeumok Igazgatósága (Directorate of Szabolcs-Szatmár-Bereg County Museums), Municipality of Carei-Romania, Satu Mare County Museum.





Evidence of success

Yearly number of visitors ranging between 30-40.000 from 2011.

The project implement dissemination activities and advertisement of exhibitions and other patrimonial values of the two towns through various means, realized within the project: website, brochure, multimedia DVD.

**Rehabilitation and sustainable use of cultural heritage.
Promotion in the context of cross-border tourism of cultural heritage assets.**

<http://e-castellum.eu/lang/en>

http://www.huro-cbc.eu/en/project_info/82

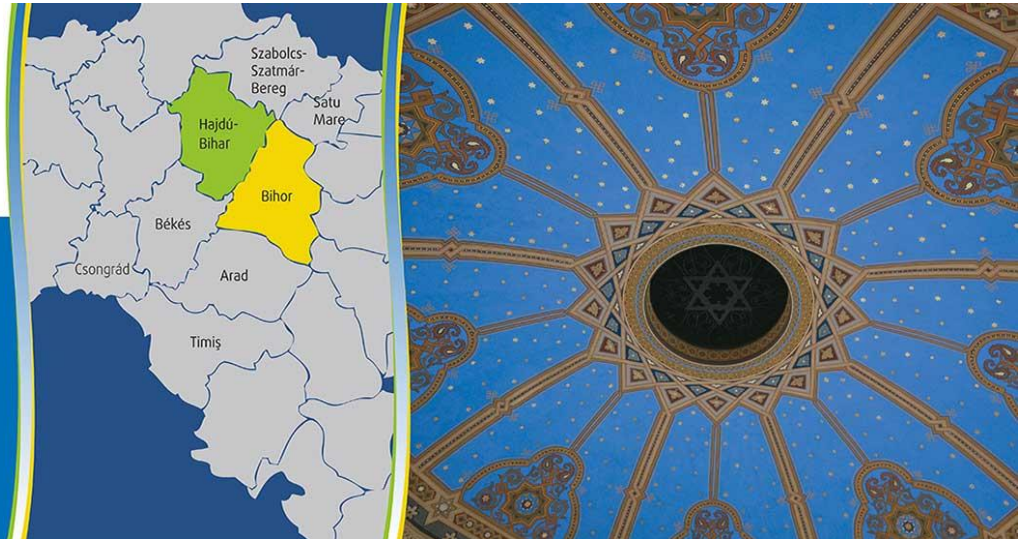
“Promoting religious tourism by best using the patrimony of Jewish Communities from Oradea and Debrecen”



Magyarország-Románia
Határon Átnyúló Együttműködési
Program 2007-2013
Programul De Cooperare
Transfrontalieră
Ungaria-România 2007-2013

Két ország, egy cél, közös siker!
Două țări, un scop, succes comun!

Európai Unió
Európai Regionális Fejlesztési Alap
Uniunea Europeană
Fondul European de Dezvoltare Regională



Promovarea turismului
religios prin valorificarea patrimoniului
comunităților evreiești din
Oradea – Debrecen

Cod: HU-RO/1101/052/2.1.3
Acronim: ZION
www.huro-cbc.eu

To refurbish Jewish Zion Synagogue in Oradea and the Jewish Synagogue in Debrecen - both historical monuments - in order to restore Jewish religious patrimony and enhance local, regional cross-border tourism and economy.



Hungary-Romania
Cross-Border Co-operation
Programme 2007-2013

Rehabilitation of both synagogues were urgently required as they are monuments of great historical importance and were in an advanced state of decay due to lack of major interventions.

By accessing grants, both synagogues were rehabilitated and restored and included in cross-border tours and many cultural events. Jewish communities on both sides of the border, citizens and tourists took part in a large number of cultural activities.

Target groups:

various local institutions (town hall, cultural directorates, heritage, Philharmonic, etc.), the Jewish communities in the two cities, but also the categories of citizens: artists, researchers, teachers, students, various specialists in art history or the history of the Jews, the tourists obtaining information from the Tourist Information Center that operate in the Zion Synagogue, etc.

Resources needed

The project is funded under the Hungary-Romania CBC Programme 2007-2013.


The partners are the Municipality of Oradea and Debrecen Jewish Community.

Total Project budget: 1 892 150,02 €

Total ERDF awarded: 1 414 284,00 €

The cost for rehabilitating the synagogues in Oradea and Debrecen was in amount of 917,211.90 eur




SINAGOGA NEOLOGĂ
ZION
ORADEA
ZIION NEOLOGĂ ZIONAGOGA
ZION NEOLOGUE SYNAGOGUE

**Sinagoga
Neologă
din Oradea
(Sinagoga Sion)**



Magyarország-Románia
Határon Átnyúló Együttműködési
Program 2007-2013
Programul De Cooperare
Transfrontaliară
Ungaria-România 2007-2013

Két ország, egy cél, közös siker!
Două țări, un scop, succes comun!

Európai Unió
Európai Regionális Fejlesztési Alap
Uniunea Europeană
Fondul European de Dezvoltare Regională



Vallási turizmus erősítése a Nagyváradai és Debreceni Zsidó Hitközség öröksége által

Azonosító száma: HU-RO/1101/052/2.1.3
A projekt rövid címe: ZION
www.huro-cbc.eu



Evidence of success

The project was finalised at the end of 2015 and the Association of Protecting Historical Monuments of Bihor County took over the administration of the objective. Located in the center of the city, the synagogue in Oradea was opened for visitors and cultural events, having a huge success, hosting art exhibitions, book releases, Klezmer music concerts, and more than 12,000 visitors in 2017.

Potential for learning or transfer

Bihor and Hajdu-Bihar counties, had a history closely linked over time, from political, economic, social, demographic or cultural point of view. In both counties important jewish communities existed, significantly making the evolution of architecture and history, proved by the existence of many synagogues in Oradea and Debrecen, very interesting in terms of their past and richness of decorative elements.

Further information:

Facebook: SinagogaNeologaSion

<http://oradea.travel/?p=1959>

www.oradea.ro/pagina/sinagoga-neologa-sion

http://www.hurocbc.eu/en/project_info/1588?month=8&year=2018&month=9&year=2018

https://www.welcometoromania.ro/Oradea/Oradea_Sinagoga_Neologa_r.htm

<https://www.szombat.org/hirek-lapszemle/atadtak-a-felujitott-debrecenikapolnas-utcai-zsinagogat>

http://dzsh.hu/content/hu/magyarorszaggromania_hataron_atnyulo_egyuttmukodesi_program_

<http://www.mesterepito.hu/referenciak/kapolnasi-utcai-zsinagogadebrecen/>

Carpathian Culinary Heritage Network- CCHN”



**CCHN promotes the traditional
Carpathian gastronomy and traditions as
a catalyst for sustainable regional
development and preservation of local
cultural heritage**



The project developed the CCHN and promoted new business opportunities for small-scale businesses in target regions such as Carpathian culinary heritage trail, increase the area visitation and tourist spending by introducing new tourist products as well as conserved different traditional regional Carpathian cuisines like culture elements.

The project also offered support for local based businesses like farms, guesthouses, restaurants, guides involving them into cooperation within the tour packages and helping them to promote their products and services.

The project area covers Maramureş and Satu Mare Counties(RO); Szabolcs-Szatmár-Bereg county(HU), Ivano-Frankivsk region(UA), Košice and Prešov regions (SK)



Resources needed

The project is funded under Hungary-Slovakia-Romania-Ukraine ENPI CBC Programme 2007-2013.

The project budget:475000 Euro, out of which 421000 EU funding

Project partners: Chambers of Commerce and Industry(RO, SK), , NGO's, Civic Associations, City Council, Regional development agency

Evidence of success

Carpathian Culinary Heritage (CCH) joint strategy , CCH logo and brand identity developed

- 1 International & 3 regional CCH Festivals , 4 national cross-border tour packages related to the national culinary heritage trails

– a promotion film, leaflets, brochures, maps promoting the traditional cultures of target regions/countries. 220 people were directly involved into the project CB activities. 7 major and 9 smaller joint cross border events were held during the project life time





Potential for learning or transfer

The project strengthens cross-border cooperation; about 40 businesses were linked under the cross-border trail tour package. New cross border cooperation and sales opportunities have been open for local SMEs through the CCHN and its facilities developed by the project.

CB culinary festival is an excellent opportunity to introduce neighbor country handicrafts, local food, but also culture (dances, songs, art, culinary heritage etc) and by this unite cross border communities, both young people and adults.

Further information:

Facebook: Carpathian Culinary Trail

<http://www.culinaryheritage.org/en/>

<http://www.huskroua-cbc.net/en/project-database/202>

[https://www.keep.eu/project/3932/carpathian-culinary-heritage-](https://www.keep.eu/project/3932/carpathian-culinary-heritage-network?ss=82dc6b507cb25e05c35c2886b7bf35f8&espon=)

[network?ss=82dc6b507cb25e05c35c2886b7bf35f8&espon=](https://www.keep.eu/project/3932/carpathian-culinary-heritage-network?ss=82dc6b507cb25e05c35c2886b7bf35f8&espon=)



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Thank you!

Obrigado! ¡Gracias! Grazie! Merci!
Děkuji! Danke! Ďakujem! Aitäh! Paldies!
Σε ευχαριστώ! Faleminderit! Ви
благодарам! Vă mulțumesc! Köszönöm!

Questions welcome



Project smedia