



Közép-Európán átívelő zarándokút

Tourist Service Handbook

Handbook on the development of religious tourism

www.mariaut.hu



Development process of religion tourism product



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Proposition

Dear Reader!

This chapter introduces us to those religious tourism product developments that are required along the Maria Route.

Goal of our handbook: to share the experiences on the Balatonalmádi-Sümege development project, and through this the successful practices given for future utilization; the presentation of religious tourism requirements, and to further support collaboration.

Target group of our handbook:

Our publication is for those businesses that exist along the Maria Route and are affected by religious tourism. The possibility of network connections is based on mutual needs and similar spiritual values (tourist or community development). Our publication hopes to reach clerical communities, local governments, civil organizations, those providing accommodation or other tourist services, and tourism management companies.

Handbook thematic

- I. Introduction to the Maria Route, network of Eastern European Pilgrimages
- II. Introduction to successful practices
We take special care to present the Balatonalmádi-Sümege pilgrimage route and those religious tourism products that were previously successfully introduced
- III. Introduction to the steps of developing religious tourism products, appeal for a unified religious tourist product
- IV. Introduction to the places of accommodation along the Balatonalmádi-Sümege pilgrimage route

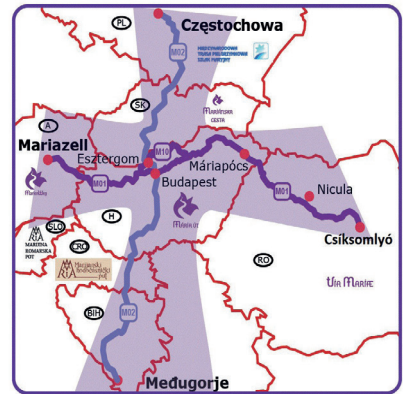
We hope that our handbook catches your interest towards the development of a religious tourism product so that in the future we may together build the Maria Route network, the Eastern European religious tourism attraction.



I. Introduction to the Maria Route pilgrimage network, Eastern-European Pilgrimage Network

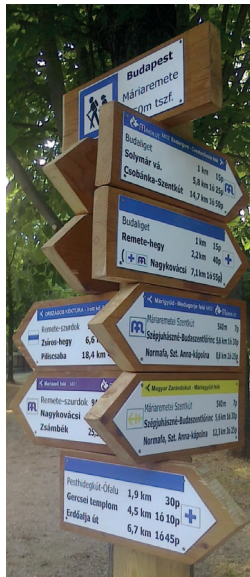
What is Way of Mary?

The Way of Mary is the Pilgrimage of Central Europe, which leads from the Austrian Mariazell to Csíksomlyó in Transylvania. The approximately 1,400km walking distance is divided into 60 daily stages. The most important Marian shrines along the Way are: Mariazell, Celldömölk, Bakonybél, Majkpuszta, Máriabesnyő, Beaded, Máriapócs, Cluj, Târgu Mureş, Şumuleu Ciuc, along the northern branch Esztergom, Márianosztra, Mátaverebely. The north-south route between Czestochowa in Poland and Bosnia Medjugorje is in initial construction phase. The north-south together with the west-east way overlaps Central Europe shaping a cross. The north-south direction - apart from short sections - exists only virtually, just as a GPS tracks. Additional sub-branches and alternative pathways complement the main branch, thus creating a network of various places of pilgrimage, of natural and cultural values.



The inner spiritual journey

The pilgrim encounters the wonders of nature, the works of God seeking man and the traces of the spirit of prayer walking along the Way. This is a real opportunity to the people to be open to the Creator. And if the encounter happens it may turn a man's life around. The road becomes our internal way – one can return home from a longer pilgrimage spiritually renewed, with experiences lasting a lifetime. Along the way, we marvel the beauty of the created world, the diversity of human communities intertwined with each other every day. The sacrifice, the mystery and the upliftment of the pilgrimage, allows us to meet with God and at the same give testimony about Him. Several central questions of our existence can convert to our personal experience as walking the pilgrimage. The Way of Mary is actually not outside, but is built up in your own soul.



The outer physical path

The road - building on the legacy of the past – mostly runs along the pilgrimage routes previously used. The sign of the Way is a small written letter on the middle leg carrying a cross, which expresses that our Christ the Redeemer was born from humble Mary's womb. The east-west (M1 / M10) branch's colour is purple; the north-south branch (M2) is blue. The other (shortcuts, alternative, crossover paths) roads are marked with red, green and yellow signs. Pilgrim's Guides with detailed mapping help orientation as well as all traces of all the roads can be downloaded from our website to GPS. Marking of the Way (painting and setting up signs) is continuous along the remaining sections of the Mariazell Máriapócs-Şumuleu Ciuc branch and construction of the pilgrimage signs has already started along Czestochowa-Medjugorje branch.



Pilgrim's Passport

A zárandokok az útvonal bejárását zárandok útlevelükben pecsétekkel igazolják, s az útlevél a zárandokszállások igénybevételére és a zárandoklat megtételének igazolására szolgál. Az adott zárandoknapon megtett szakasz igazolására legalább napi egy, – a települést egyértelműen igazoló - pecsét szükséges. Kiváltható: Interneten: www.mariaut.hu Személyesen: www.zarandokiroda.hu, kegyhelyeken, idegenforgalmi irodákban (lsd. www.mariaut.hu) A kiállításakor az egyesület adományt kér, mely egyebek mellett az út- és az oklevél költségeire szolgál. Elismerő, igazoló oklevél Legalább 100 km bejárt szakasz esetén az egyesület központja igazoló oklevelet állít ki. Ez az útlevélnek vagy elektronikus másolatának (fénykép, szkennelés) megküldésével igényelhető. Cím: 8200 Veszprém, Házgyári út 7., illetve e-mail: marta.szemeric@komfort.hu A beküldött útlevelet természetesen a kiállított oklevéllel együtt visszapostázzuk.

Accommodation

Details of the pilgrimage's accommodations (connected to the daily sections) are continuously updated on our website (www.mariaut.hu). The pilgrimage-accommodation must be booked in advance. For the details of booking contact the owner of the accommodation.



Other services

Newsletter and Webshop

We provide information about pilgrimages led by the association on our website or through our e-newsletter that appears occasionally. In addition to maps books, t-shirts, souvenirs are also available in our webshop: <http://webshop.mariaut.hu/>

Media

Radio Maria broadcasts biweekly the so called Way of Mary 40-minute program on Saturdays at 20:30. This program focuses on news about the Hungarian pilgrimages and interesting reports with pilgrims and builders of pilgrim routes. The radio program can be listened back on the In-ternet, via media library for two weeks. You can download the radio program from the media library for two weeks.

Pilgrim's Point Office

Currently there are six independent pilgrimages in Hungary; they jointly operate the „Pilgrim Point Offices”. (www.zarandokiroda.hu) The special charism of the Way of Mary offers space for individual pilgrimages at the same time it provide ample scope for the historical traditions of group pilgrimages. The „Marian spirit” (though Mary to Jesus) of the Way wants to connect closely to the Catholic Church.

Key contacts

Website: www.mariaut.hu

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President: Dr. Szabó Tamás • szabo.tamas@mariaut.hu

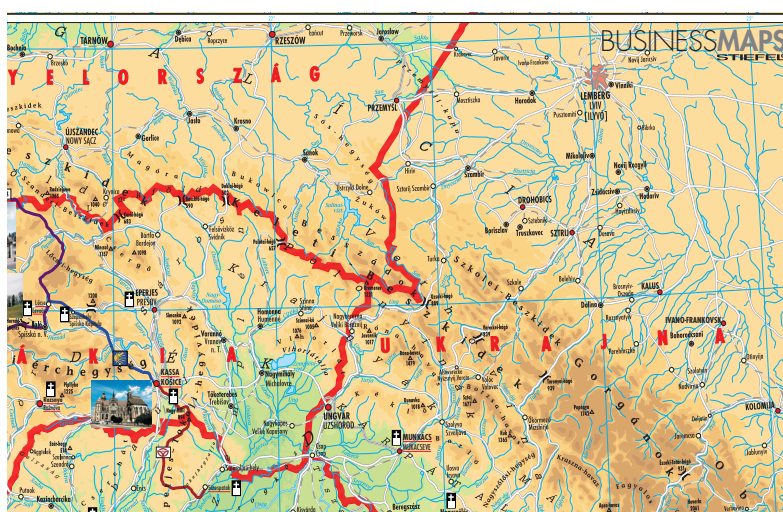
Coordinator: Katona Pál • katona.pal@mariaut.hu (website, map, technical issues)

Transylvanian Coordinator: Sándor Molnár • molnar.sandor@mariaut.ro

Partium coordinator: Tamás Havas • havas.tamas@mariaut.hu

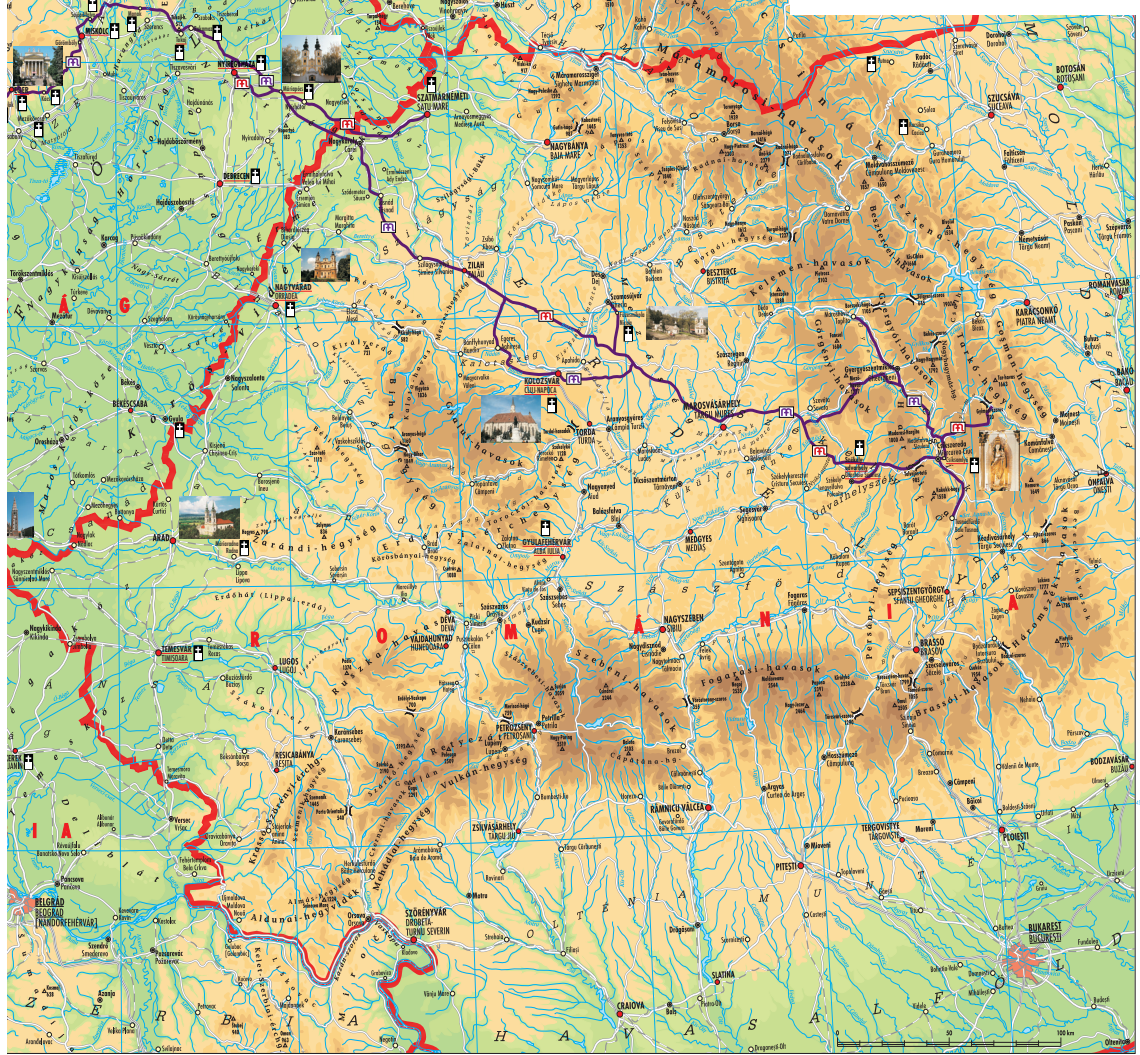
Coordinator in Upper Hungary: András Török • torok.bandika@gmail.com





A Kárpát-medence zarándoktérképe

Pilgrimage Map of the Carpathian Basin



BALATONALMÁDI-SÜMEG ZARÁNDOKÚT ÁTTEKINTŐ TÉRKÉP (MÁRIA ÚT HÁLÓZAT TAG)



AGJA)




Jelmagyarázat

- Mária Út (gyalogos)
- Mária Út (kerékpáros)
- Napi szakasz kezdete



Practical advices, tips

All the roads – without exception –, maintained and suggested by the Way of Mary Public Association, are running along marked, signed trails. Most of the time you have to follow the different coloured (purple, blue, red, yellow, green) symbol of the Way of Mary  painted on white background. There are some unsigned sections, without the symbol of the Way of Mary, there you should follow the usual tourist signs (green bar-, blue cross+, etc.). These signals are prepared according to the national tourist sign standards painted onto trees, stones and other fixed landscaping objects.

Some road junctions have information tables that provide information on the directions of travel and

distance. The road signs can be damaged or become incomplete despite of regular maintenance. If you lose the signal, go back to the last signal and from here search for the continuation alternatively try consult the map and get to the closest settlement.

These shorter, local walking routes require no particular preparation or equipment, they can be completed under normal weather conditions, even in urban dress in 1-2 hours. To avoid facing the bad choice during the trip please pay close at-

tention to the difficulty level and duration stated at the descriptions. Similarly pay attention to the weather forecasts so that you will be able to walk along these shorter daily roads even without any hiking experience.

However our 25-40 km pilgrimage offers a more serious Challenge! The success of the pilgrimage depends on the preparation; it requires sufficient experience and a thoughtfully compiled equipment and travel bag. If you lack experience yet start with a shorter stretches or join to organized groups. You have to be aware of the difficulties of the route, your abilities and all the local-regional features. We have stated the difficulty levels of the, but deterioration of the walkable route may occur. Leave spare time and strength daily in case you might need to walk longer or slower.

It is important to have the right equipment, to dress according to the possible weather conditions and the terrain, the worn footwear (mostly recommended hiking shoes) and a minimal first-aid kit.

Pack easily and conveniently, the backpack's weight preferably should not be more than 10 kg.

Pay attention to hygiene, treat excoriations and water blisters. Check at the end of the day if you have any tick. Drink from the tap or take water only from the qualified drinking water sources, springs.

Respect not only the landscape, that you are crossing, but also the local people; be open to new things, new perspectives. You can also search for the community, connections, relationships. Do not hesitate to ask for help, or to share where you come from, where you are going. Feel grateful, even if it doesn't happen the way you wanted or if you don't receive what you have expected. Accept it. Keep silence in the churches, even in nature you can walk more quietly. Pay attention to the environment to yourself and to each other, especially if you are walking with a team. The depth of your journey reveals itself, and your Goal can be achieved this way.





Recommended equipment, wandering:

sleeping bag
Hiking Shoes & Footwear open
socks, underwear,
swimsuit
hiking pants & shorts changer
long-sleeved shirts, T-shirts
sweater, wind jacket
raincoat or poncho
light-colored hat
warm hat

Map, compass, GPS
medical supplies
Sunscreen Cream
towels, laundry soap
glass bottle
spoon, multi-function pocket knife
flashlights
documents, pilgrim passport
phone charger +
Walking stick

We wish a good trip, safe and blessed arrival to all pilgrims!

The GPS technology helps

Satellite navigation is becoming more widespread and accessible technology these days. The simplest version of use is, when we use own appropriate mobile phone for positioning offline. A suitable App for this is for example the free MapsWithMe. Its drawback is that it doesn't navigate only shows you where we you exactly and the field surfaces of the map are developed only at a basic level.

If you want the right help that offers accurate navigation, colourful, contour lined map with the net of the tourist trails while it does not drain your phone in 3-4 hours, you can use a GPS device manufactured for this purpose. You can download the desired track routes thus you can rely yourself on the GPS in the field in respect of the orientation. You get instant feedback when strayed from the right way even from up to 20 meters. It indicates the next junctions and their distances in navigation mode. Depending on the device you can see the covered terrain, relief profile and climbs awaiting you.



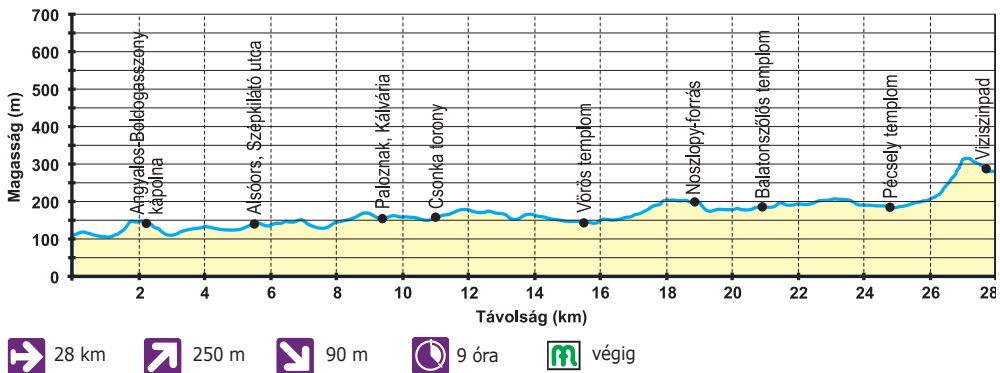
Recommended Links:

mariaut.hu,
turistautak.hu,
openmaps.eu

II. Presentation of positive experiences

Informational brochure on the Balatonalmádi-Sümeg pilgrimage (portion)

Introduction to the Balatonalmádi-Vászoly pilgrimage route



28 km



250 m



90 m



9 óra



végig

BALATONALMÁDI

Parish church of St. Imre and Holy Right Chapel

The Parish church of St. Imre is located in the center of Almádi, was built in 1930 based on the plans of István Medgyasszay. The special value of the Church is that it follows the traditions of Transylvanian architecture, but the elements of its façade are defined by Permian *vöröskő* (redstone) typical for the buildings around Lake Balaton. In 1958 the Buda Castle's Chapel of the Holy Right was built next to the church in all its glory. The chapel received its first relic, a fragment of St. Stephen's hand bone in 2001. Balatonalmádi's cultural and religious importance was further increased, that guards three by today: the relics of our first king's son, St. Imre was given as a gift in 2005 and in 2007 it received the relics Blessed Gisella. It is the only place in Hungary, where the relics of the Hungarian royal holy family are to be found together.

This is how Balatonalmádi has become a place of memorial and at the same time a pilgrimage of the first Hungarian Royal and Holy Family.

Our several days' long pilgrimage starts from Balatonalmádi St. Imre church; it leads along beautiful houses, villas to Káptalanfüred, where we make a detour to the chapel of Angyalos

Baldogasszony in a rather romantic setting. Alongside the Alsóörsi border road and then the old Roman road we walk past vineyards, cellars, weekend houses till Alsóörs. Lake Balaton shows up from time to time with very stunning panorama.

We pass by the edge of Paloznak, next to the Pongrácz- Castle and soon we get to the Calvary. From here our trip continues along the stations of the Olaszrizling Educational Path.

In Csopak, turn right at the T-shaped intersection. After about 200 m we reach the Csonkatorony, where we cross the busy main road No. 73. We go further along Homokbánya street towards Balatonfüred. Walking among old cellars, vineyards decorated with beautiful houses the beautiful view repeatedly emerges. The Péterhegyi road leads us soon to Balatonarács, from where we head towards the upper town center of Balatonfüred. After the Red Church we turn left into the Bajcsy-Zsilinszky street, and walking by the Lutheran church we get out to the edge of the city. At the Szőlősi road we turn left, we stroll among new houses, while we repeatedly catch sight of the Lake Balaton and the Tihany peninsula.



ALSÓÖRS

Leader Merse Park

The Merse Fountain is an integral part of the old Alsóörs, as a local agora it has always been a meeting and assembly place. Its life-giving water has been present in the village's life over 735 years. In the park one can walk along flowered roads, crossing the Séd stream, which bed is paved with red stones and aquatic plant-filled. There you can try the climbing wall, the hangs, the basket backboard and the sandy foot tennis court. For the sake of toddlers a playground was also built in the park.

The residential area terminates here; we arrive to beautiful oak woods, after the forest vineyards appear again. An unforgettable panorama of Lake Balaton emerges; it's easy to see the other side as well. In beautiful surroundings walking between weekend houses and wine cellars we reach another forest. From the road's curving we deviate to a narrow, sometimes bushy path, we soon arrive to the edge of very steep valley, from where we descend the valley bottom on wooden stairway. We cannot see the stream yet, but we hear the pleasant bubbling of the water. We arrive to the Noszlopy-spring where we cross to the



Photo by Imre Lakos

BALATONFÜRED

Red church

The Church of Christ the King (local call it red church) was built in 1927 in Neo-Romanesque style. Its two 35-meters high towers are dominant symbols of the city. The church of Füred was consecrated in the honour of Christ the King. With this title the church is nationally, but also globally one of the first.

Lóczy Cave and the Jókai lookout tower

It is the biggest cave of Balaton Uplands, 120 m long. The cave is not characterized by the giant dimensions nor a rich stalactite and stalagmite formations, but by sedimented limestone stratification millions of years ago and by forms referring to the incurrence of the cavity. One of the highlights of the visit is when all the lights are turned off to demonstrate the absolute zero lighting conditions typical to caves. The Jókai lookout is located near the cave with an impressive panorama.



other side of the stream. Slowly we move away from the brook, and walking among tall trees along our bushy path we get out of the forest. Turning left to a grassy road along the forest edge we arrive to a riding school. We have received Balatonszőlős' High street. At the edge of the town the Catholic Church can be seen in a very nice environment. We have to continue from





here to the left along the Balatonszőlős-Pécsely road. On the left, almost totally interconnected forest, on the right side the Róka-hill and vineyarded- forested hillsides of the Nagy-Gella rising from the wide valley provides a spacious, magnificent sight. On the Pécsely-Tórvázsony road we turn left and then deviate to the right at the first street towards Pécsely's center. Approaching the Reformed church we arrive to Pécsely- Vászoly road, we walk along this rather ascendant road through the village and continue approx. 400m.

Pécsely, Zádor vineyard, Zádorvár

We should definitely visit Zádorvár during our trip, that had a residential tower, palace and chapel in his time. It is a castle, that was never completed, and where no battle took place. We know little about the history of the castle, because the builders left it after two years. The Veseni family made it built outside their border, as completed, the chapter of Veszprém demanded it for himself then its owners built their new castle in the center of their property, in Nagyvázsony. Zádorvár became uninhabited from the first decade of the XV. century, so it started to decay, and was soon known as Pusztavár. The traces of the castle can be still seen, the ruins standing in the forest, wild landscape. From the lookout tower located next to the castle a wonderful view unfolds to the Lake Balaton.

Here we deviate to the right towards the vineyards, the way provides beautiful views almost in every directions. The grassy path leads to the mountaintop. The environment is pleasant, the view is nice on the way back too, now we see the western side of the Tihany peninsula. We arrive to a friendly, roof with grove; in front of us Vászoly will soon appear. We go into the village among beautiful old houses. Shortly a sign warns us about the nearby water stage and the St. Jacob spring. Allow a few minutes to marvel at them, and then we can continue our way until the end of the strikingly beautiful street, where by turning left we arrived to our accommodation, the Camp Gádor (Swallow's Nest, Nature and Environment Learning Center).



By bike

Starting from Balatonalmádi move according to the description of the pedestrian route. It is advisable to stay on the pedestrian route until the Red Church (Vörösteplom) of Balatonfüred and then move along to the road Balatonfüred-Balatonszőlős. Passing by the White and the Papsoka churches we leave the city on an ascendant road reaching Balatonszőlős on a winding road, bordered by forests. In the intersection of highways we turn left and leave the village along the pedestrian road (which goes also along the highway from here) to arrive to Pécsely.

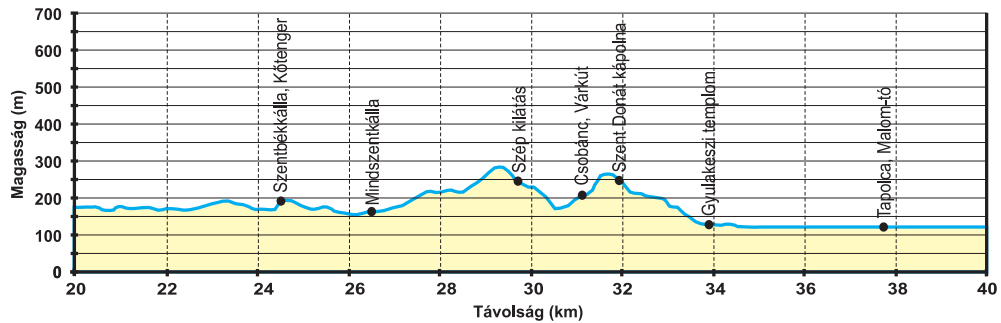
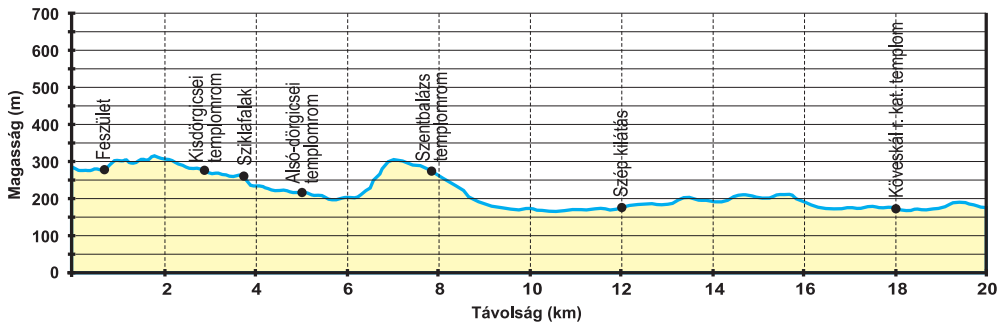
After the village until Vászoly our winding road is rising among offering a lovely view, especially when looking back to our road from the distance. In Vászoly we visit the aquatic stage and St. Jacob's spring.







Introduction to the Vászoly-Tapolca pilgrimage route



38,5 km



530 m



390 m



12 óra



végig

We leave early because we have a hard and long way ahead us. We leave the village walking past by newly built houses that fit well into the landscape. By the cross at the end of the street we turn left and walk up to the mountain ridge at the start alongside the electric cable later along forest openings steep upside. Thereafter grassy sloping road comes and then we're going up another ridge until we arrive to another wide forest opening of an electric cable. Here we turn left to the Vászoly-Dörgicse main road; here we walk 1,5 km until Kisdörgicse along the main road. We reach the settlement after leaving a crucifix on the right and a belfry. Leaving the settlement on the large meadow opposite the village we reach the ruins of Kisfalud- (Small) Dörgicse church. We move along the meadow road, cross the main road and settle at a resting place of the opposite

clearing. Besides the main driveway we visit a medieval Baroque historic stone bridge. We continue our journey from the rest area to the valley along a path. More and more spectacular cliffs, rock towers, rock bands follow each other, also appear some small caves' entrances. We descend to the lower end of Kü- valley to the lavender plantations of Dörgicse Lavender major.

From here we can do a 300-meter detour to Felsődörgicse along the pretty deep road to the right. You can visit here the church, beside it the ruins of St. Peter- (Upper) Dörgicse church and the open air sculpture exhibition. Let's go back along the deep road and walk on the left side of the field. After 150 m we turn right into a rockslided road. After walking in a nice forest





we reach the edge of the forest, where we turn left and then beside the cemetery we climb up among old trees on a steep path to the restored Boldogasszony- (Lower) Dörgicse church. It offers an impressive sight with its gable walls and three-story tower. We look around a bit at the square of Dörgicse Church, and then we set off along St. Balázs street towards Tagyon.

Medieval church ruins at Dörgicse

The bygone times are evidenced in Dörgicse by the remnants of three churches of Árpád-era. Out of the three, the ruins of the church in Alsódörgicse are the most spectacular, especially its wonderful location and its high tower makes it attractive. The walls of the 22 meters high tower can be seen from far away. Almost nothing survived from the monastery once standing next to the church. A beautiful view opens up from the church over the Lake Balaton. The well-kept resting area, fireplace, benches and tables make the rest convenient to a weary pilgrim.

Levendarium

In Felsődörgicse, behind the twin temple's ruins there is to be found a lavender plantation, offering a beautiful sight over the Lake Balaton and the surrounding hills. The wonders of nature and history merge here. The Levendárium Teahouse awaits hungry pilgrims, tourists, cyclists at the foot of the 1,000 year-old ruins with snack, soft drinks and coffee. In the demonstration garden varieties of blooming lavender can be found from late May until the end of October.



Following the pleasantly rising deep road of the forest we arrive to the roof, and from the forest flank soon we catch sight of ruins of the church of the ruined St Balázs village.

In front of us a beautiful panoramic view unfolds towards Szentantalfa and Tagyon towards further Badacsony, to the left Zánka and the Lake Balaton. Arriving to Tagyon we pass by the church, and then turn left onto the Tagyon-Zánka main road. After the village approx. 800 m we deviate to the right to the paved road of a large vineyard. We continue along this road between the vineyards on the hillside providing more and more varied sights. Before us the Hegyestű stands out. We get closer and closer to the main road, onto which we will turn left. After the Monoszló junction we turn left to the road by the edge of the forest, and then our road continues in lovely woods. The setting is nice, spotted with trees, grass and bushes. A supremely beautiful view opens up to the buttes.



Going further the beauty of the sight only intensifies, between the buttes we can even glimpse the Fonyódi- (Fortress) mountain on opposite bank. Our journey is utterly beautiful, Köveskál also appears soon. Vineyards finish here, a large wooded meadow can be seen to the right, where we turn right and we arrive to the edge of Köveskál along grassy winding road in a setting characterized by bushes, tree groups, forest area and fenced pastures.



Hegyesű

The 337-meter high rises between Zánka and Monoszló. The northern half of the mountain – which has a regular cone shape from the Balaton – was cut by the former quarry. The remaining, nearly 50 meters high mine wall however reveals the inside of the basalt volcano that had worked here 5-6 million years ago. Due to hypothermia the lava froze in the volcano's crater into polygonal, vertical columns. The sight is unique in our country, but it is a rarity in Europe, too. From its top there is a magnificent view. In the former basalt quarry building there is an exhibition commemorating the quarry; it presents the Balaton Uplands, Transdanubia's geological structure, typical rocks, minerals, and natural values of the national park.

We pass by a park and the Market Place and on the Malom street among beautiful houses we get in to the center of Köveskál, to the roman catholic church, to Köveskál –Tapolca main road. More services and attractions tempt us, depending on your time you should use the opportunity.

After the church turn right into the Városkút street and walk by the protestant church into northern direction. Reaching the vineyard area our road takes a sharp turn to the left, the buttes appear before us again.

Our journey spans right opposite the sequel, on the edge of the Black Mountains in approx. 1.2 km distance the Eötvös Károly lookout tower can be seen. Then we move further west, towards Szentbékállá. By a crucifix we reach the turning of the road leading into the village, from here we go straight along the Kossuth street into Szentbékállá's center. At the T-shaped junction we turn right and go straight on. We walk by several sights (Barn Museum, crucifix, Local History Museum) and services. In the street -curving to the right the church appears, we turn left go up the stairs to the Gyömolcsoltó Boldogasszony roman catholic church that set in the beautiful surroundings. After the cemetery we get into the forest and soon we arrive to the Veléte castle ruins. After a steep descent we get back to the

western part of town, from where following the stations of the cross in the Calvary we move away from the village. Soon we turn to the right to arrive to the woods. Along a steep road we reach the starting point of Kékkő Educational Path that leads us through the beautiful and interesting Szentbékállá's Kőrenger (stone sea). Unique and sometimes bizarre forms of cemented and flinted blocks of sandstones, almost house-sized rock groups astonish us but the small formations are also very spectacular. We're going in south southwest direction in beautiful forest area along a paved road to reach the main road which leads into Mindszentkálá.

Stone sea at Szentbékállá

The Szentbékállá Stone sea is located on the northern part of the Káli- basin, between Mindszentkálá and Szentbékállá. The Stone Sea was formed at the time of the volcanic after-activity, when thermal water springs broke up in this region and the hot water cement glued together the white sand that can be found here into dramatically hard stone piles, heaps. Here house-sized stones are lying around. One of the rock groups is of particular interest: a huge stone tablet moves with a slight tilt when you stand on its edge. This is the rocking stone of Szentbékállá. The stunt is harmless, the rock group has long been preserved its shape. Anyhow, try this requires courage, as it's quite scary when such a huge stone slab moves under one's feet, even if only a few inches.





At the very beginning of Mindszentkállya we arrive to a four-way junction, we turn right, and we leave the village near the cemetery. On the outskirts of the village we turn left, we reach a forest and walking in a deep road after the vineyards we arrive to another forest. After the crucifix standing on the corner of the forest we carry on the road curving to the right to the saddle of Köves Mountain, the already close Csobánc emerges in front of us. After this strong downhill follows on the forest path, down to the left a fenced ranch can be seen, above the very beautiful panorama of Badacsony, Szigliget-Gulács-Csobánc unfolds before us. In a large-scale vineyard we are descending to the paved road of Káptalantóti-Diszel. Here we turn right towards Diszel. After approx. 200m we turn left and climb among vineyards and forests up to the Csobánc. We reach the KL-labelled castle gangway on this we turn right, but approx. after 50 m, at the

Castle Fountain we deviate to the left. Our journey - between vineyards and houses - is still rising strongly, and then we walk straight for a while, then a sloping road again. We can enjoy a spacious panoramic mountain view to the buttes mountains almost constantly but the Lake Balaton can also be seen. Along the dirt road we soon arrive to the chapel of St. Donat. We turn right and go along the gently sloping grassy path from where we have a good overview to the Csobánc's room and the castle ruins on its edge can be well seen, too. In the T junction we turn left and we descend to the nearby Gyulakeszi surrounded by forests. At the church we turn right and go along the Kossuth street to Tapolca. The municipal road is nearly 1 km long, when the pavement ceases we need to go very carefully further 2 km on the busy main road towards Tapolca. Arriving to the junction of the main road No 77. (southern bypass), we turn left and walk next to the main



road 500 m until the first junction. Here we turn right to St. George Street. We pass by the catholic church and the Holy Trinity statue on the Church –Hill. Next to it the Malom Lake can be seen surrounded by houses of Mediterranean atmosphere. Along the Arany J. street – Fő Square, Deák Ferenc street route, at the bus station we turn right, cross the Ady Endre street we arrive to our accommodation Bárdos Lajos Elementary School.

Ruins in Csobánc

This region does not lack nice views, but it is safe to say that from here opens up one of the most beautiful views, one of the most complete panorama of the whole area. The road up to the castle is tiring, but easily walkable, it is worth climbing, and even the bicycle can be pushed up. The Csobánc is of volcanic origin and its top is crowned by the Csobánc Castle built in the XIII century. Neither Turkish siege could capture the fortress. The destruction of the Rákóczi freedom fight meant the end of the fort - used also by Kuruc – as the castle was blown up too by the victorious imperial armies. The locals organize the Gyulaffy Days each year for the reconstruction of the castle.

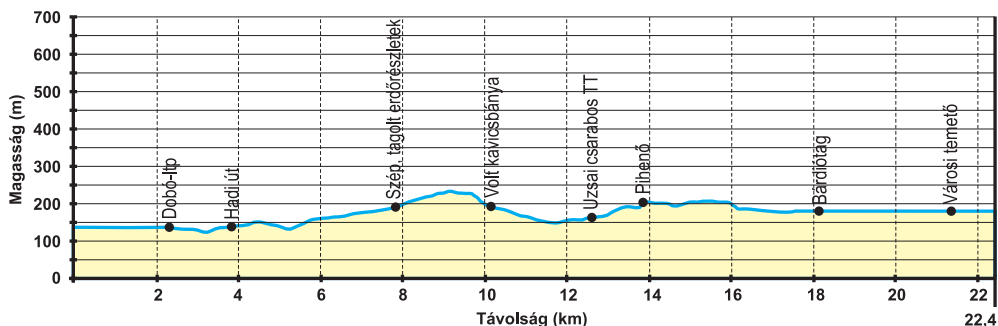


Kerékpárral

Let's go on the road leading from Vászoly to Dörgicse. our journey rises until Kis-dörgicse in forest area then we descend to Dörgicse on the main road. Meanwhile spear a little time to the sights described for the walking route. At the south exit of Dörgicse we deviate right and on a rocky path we go SW then NW direction towards. On the hill foot road we go around the St. Balázs mountain and arrive to Tagyon. The Tagyon-Köveskál- Szentbék-källa section should be done on the main road, offering a nice view in all directions. Let us not fail to see the stone sea at Szentbék-källa. Over Mindszentkälla continue on towards Tapolca; turn right to Diszel at the Lily Garden Producer Market by the Káptalan-tóti roadside. We pass under the Csobánc and soon we arrive to Diszel, from where we can use the bicycle road along the main road No. 77 to enter Tapolca.



Introduction to the Tapolca-Sümeg pilgrimage route



22,4 km



120 m



180 m



6,5 óra



végig

TAPOLCA

Cave with Lake and Malom (mill) Lake

270 meters long section of the cave - unique in Hungary – is accessible to land and water. From the entrance building a staircase leads down to a spacious hall. The main sensation is the boating in the tight, cosy, intimate passages. We need to paddle ourselves in the boat which is not always easy at places of narrow passages. There is 18 Celsius in the cave in winter and summer as well.

The uniquely beautiful Malom Lake is located not far from the main square. The old water mill gives an impressive sight among charming houses around the Lake. Along the shore there different class restaurants, in the summer a stage operate over the lake, mainly with music programs. Overgrown goldfish live in the lake and in the creek for the delight of children. Children delight. In front of the mill a beautiful promenade starts alongside the stream with children's playground and drinking wells.

From our accommodation let's go back to Deák Ferenc street and along its continuation on the road Keszthely we carry on our journey towards west. After 1 km we reach a roundabout, from here we go along the road Nr. 77 and after 1 km we deviate to the right into the Viszló street of the Dobó housing estate. We arrive to garages among the blocks of houses, after which left-front we reach edge of the forest. We continue along a pleasant track on edge of the forest until a wider, gravel road does not cross our path. On this „military road” we need to turn sharply left at the barrier into the





woods than we walk straight on. We arrive to a wide valley, where we should turn right. Our slightly curving, meandering road leads us through very pleasant and varied roadside clearings, crossing, to hills and valleys.

Turkey oaks and ash forest parts follow, here we walk through the most indented forests. An abandoned gravel pit can be seen at the left. We arrive to the Y shaped junction at Lesence-valley, where we're going on right ahead. The forest plot opposite stands under nature protection – we have arrived to the csarabos Natural Reserved Area in Uzsa. Pebble cones deposited by the ancient Danube can also be found near us, once the Lesence creek flowed here as well. Heather forest details can be seen from the road (heather: shrub loving acidic soil, its easternmost occurrence is here). Our mildly rising road sharply turns to the right, on the left side protected birch-juniper forest details can be admired. Our journey turns almost exactly to the North; to the right the nearby Lesence valley's wild ridge attracts our gaze. The direct environment of our path is also varied and eye-catching.

Cosy clearings with scrubs at the roadside follow. Leaving them behind on the right side let's look at the oldest tree of the forest, an approx. 300-year-old pedunculated oak. Immediately afterwards we arrive to a built Forest Rest, let's have a little rest at this beautiful place. We go about 1.5 km further in the beautiful and diverse forest keeping our current

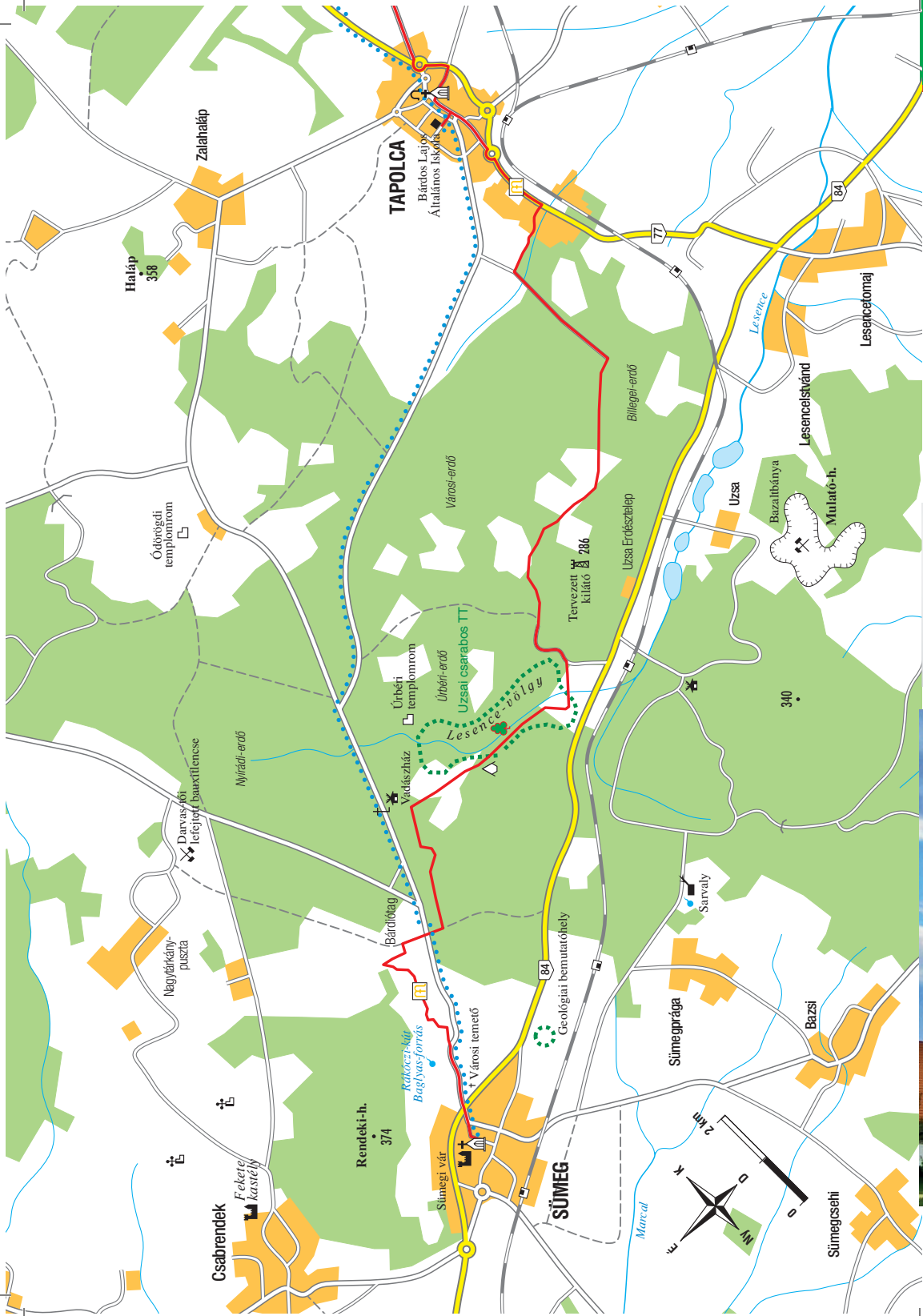


SÜMEG

Sarlós Boldogasszony Franciscan Pilgrimage Church and Monastery at Sümeg

Reaching Sümeg the castle and Franciscan church located at the foot of the mountain immediately appear to our eyes. Entering the temple our attention is aimed at first to the main altar filling the whole width of the shrine. In the middle, in the cassette above the ornate tabernacle, the main ornament, treasure of the church, the grace statue can be seen. The Pieta or better known as Painful Virgin statue was made in the 16th century, a true Gothic masterpiece. The Holy Virgin holds her Holy Son just taken off from the cross in her lap; on her face the signs of the maternal profound sorrow and pain can be read. The main altar even in its present state – waiting to be renovated – is one of the most beautiful Baroque memories of Transdanubia. Over the centuries, the church was hit by several misfortunes – it was damaged by a lightning strike twice, in 1911, a man with bad intent set fire to the altar-, but the Holy Virgin's statue did not catch fire nor was it crushed by lightning. The Franciscan Church of Sümeg has been a Shrine, pilgrimage church since 1699. Temple. A miraculous healing happened at this time, noble woman from Vienna, Berghoffer Maria Sophie was healed. According to the friary notes of Sümeg, seven miraculous healings happened in that very year on the intercession of the Virgin Mary. The news soon spread all over Transdanubia, then later the rest of the country, the news even reached beyond the borders. In Sümeg, the Blessed Virgin primarily showed her intercession power as a Healer of the sick, over the centuries. Even the shrine's own song (Oh painful, beautiful Virgin Mary of Sümeg...) says: „ You have always been a doctor of those having a variety of diseases, those who live with faith and strong confidence begging you. „

direction until we reach a foursome road junction. 500 m ahead we get to the hunting lodge that stands at the side of Tapolca – Sümeg road. We turn to the left, and walk in charming woods - alongside a wildlife fence for a while - arrive soon to the app. 800 m distant Kanásházidagonya, where there is a small pond, too. Starting on the right we go on the footpath approx. 1 more km, and we leave the forest through a ladder over the fence gate at





the Bárdiótag gate to the right. We cross the Sümeg Tapolca main road, and we walk on the road opposite towards the houses and vineyards on the hillside. We stroll approx. 500 m among the houses of Bárdiótag arriving to the P marked road where we turn left and follow the P sign and walk further towards Sümeg by the side of Hajnal mountain. Near the quarry of Gerinc we descend to the left onto the main road to Tapolca. On the main road we turn right to the city center's direction. After the city cemetery we cross the main road No. 84, and on the Petőfi S. st.–Tokajiköz st.–Bem st.–Vak Bottyán street we arrive to Stephen's Square, the Franciscan Church and monastery.

Sümegi vár

The Sümeg castle is one of the finest, relatively intact medieval fortresses of the country. Its special feature is that the castle was never occupied the Turks. Permanent exhibitions, galleries can be seen in the castle, you can visit the bishop's living room, contemporary kitchen with pantry, cartwright's and blacksmith's workshops.



By bike

We leave Tapolca on the road to Sümeg (so called forest road), which is a less busy road. After plow lands and forest plots we arrive to beautiful wooded environment. On the left the Urban Forest-feudal Forest, on the right the massive Nyirád forest and between them leads our road to Sümeg. Soon we walk by the Úrbéri hunting lodge and leaving the forest Sümeg is already clearly visible. After the town cemetery we cross the road No. 84, and in a few minutes we reach the city center. With a reasonable time schedule we have enough time to visit the main sights of the city, but for a thorough visit several days are necessary.



Large Exhibitions for the socialization of pilgrimages



The Maria Út Egyesület is organizing a pilgrimage on the entire Maria Út stretch in the name of peace and unity, directly after the Assumption of Mary. This pilgrimage, which is held every year is called 1Úton and touches over one hundred settlements in Austria, Transylvania, Felvidék (Highlands), Délvidék (Lowlands), and Hungary. This year the organizers and participants offer the pilgrimage to unity and peace. *Since there are such historical cuts and scrapes that only faith and love can mend and heal. In light of this, one out of the pilgrimage's 200 kilometer stretch's – split into 25 stretches – holds the name of **Ukrainian peace**.* At the Pilisszentkereszt-Esztergom stretch the **Slovak-Hungarian friendship** stretch, at the Pilisszentkereszt-Máriaremete stretch the **German-Hungarian friendship** stretch can be found.

Everyone is invited who feels the desire to do an entire day of pilgrimaging, whether it be a longer or shorter stretch on the Maria Route. Civil organizations, clerical bodies, schools, communities may all join the 1Úton day of pilgrimage, regardless what sect they belong to. Through the tasks completed and the mutual song, behind the cross carried in the lead, people arriving from all different places may become acquainted with one another. Pilgrimaging is such a way of life which takes us step by step closer to ourselves, towards our brother man, towards God, while opening the

world before our eyes. The 1Úton International Pilgrimage offers a pilgrimage experience to many thousands of people through who a miracle occurs: people of different nationalities and worldviews stand side by side and walk the pilgrimage. In today's distant and lonely world they experience unity, which carries a massive spiritual feeling.

The 1Úton is a lifestyle!

Let us take the steps of faith and love towards each other, towards God! Let us pilgrimage towards unity and peace!

More information:

The exact overview of the pilgrimage stretches can be found on the website of www.1uton.mariaut.hu.

Information can be requested at 06 30 494 1947.





PÁLOS 70

PILGRIMAGE – EXCURSION – ACHIEVEMENT TOUR



A márianosztrai
Magyarok Nagyasszonya Bazilika
kegyképe, 1711

*„Oh dear Virgin Mary,
The enlightener of this world,
Shine your light on my soul,
And introduce me to your son, Jesus.
Oh dear Virgin Mary,
When my soul leaves my body,
Defend me from the bellish enemy,
Strengthen my belief in the Holy Trinity,
And do not leave me in doubt.
Amen*

(Old Pauline prayer)

Solus cum Deo solo.
Alone with God alone.
(Paulist motto)

With great affection do we invite and await you, whether you arrive individually, in a group, or with a family to discover any of the Pálos 70 tour. It is open to you when and where you wish to begin and finish the tour..

We may nourish from certain stretches and stops of the Pálos 70 as well as the Hungarian Pauline Order's 750 year old treasures, of which a special celebration is the Assumption of Mary – which takes place in the Pauline ancient place, the over 660 year old Marianosztra shrinal church. The cross was raised for the Hungarian Patrona Hungariae at the Gellért Hill Cave, which is the place from where the first stretch of the Pálos 70 begins.

“We would like to guarantee an opportunity to those who desire to take the journey first and foremost because of their Catholic faith, and also to those who are more experienced in touring. The goal of the pilgrimage is to gain a deeper connection with God; to free ourselves of our sins; the strengthening of our Catholic faith; and the assistance in carrying the baggage of our everyday lives. The undertaking and acceptance of the difficulties of this pilgrimage carries with it this goal.”

www.palos70.hu
<https://hu-hu.facebook.com/Palos70>

Premium routes, spiritual routes for the socialization of pilgrimaging

Pilgrimage for individuals

“Depart on your own pilgrimage, unbelievable wonders await you.”

“No matter what type of lifepath we follow, there is one mutual desire, and that is to understand ourselves and our roles in the world; so that we may figure out our principles, morals, human connections, and all questions concerning the meaning of life.”

It is for questions like these that we search and find answers on our tour. We find, in our current situation, our place in the world. Individuality and community, solitariness and togetherness with another – they all live within us at once. They all have their own time and place. During our route we enrich the pilgrimage in such sensations like those you will not find in a traditional journey or excursion.

The program is actually a spiritual prayer tour with mutual and quiet prayers, Taizé songs, contemplation in nature. We would like to show everyone that there is livable Christianity where prayers, good feeling, and rest play an important role.

Services:

2 nights accommodation: Csobánka (Élet Háza), Pilisszentlélek (Zsizell panzió)

2 warm dinners, 1 breakfast

pilgrimage guide (the trip can be done alone as well)

Date: From May until October (Friday-Saturday-Sunday).

Friday: Máriaremete – Csobánka • Distance: 15km, Time: 4,5 hours Rise: 200m

Szombat: Csobánka-Élet Háza – Pilisszentkereszt-Szentkút – Dobogókő • Distance: 17km, Rise 600m, Time: 6-7 hours

Sunday: Dobogókő-Esztergom (Vaskapu) • Distance: 20km, Rise: 400m, Time: 6 hours

Equipment: Seasonal appropriate touring equipment and clothing

Maximum persons: 14

Price: 18,400 HUF/person, includes: 2 nights accommodation, 2 dinner meals, 2 breakfasts; spiritual guidance, organizational fee, pilgrimage passport, spiritual card

Contact and registration: Zarándok Turizmusért Nonprofit Kft.

Joseph Lendvai, Tel: +36 30 429 5301 • email: leiss.jozsef@gmail.com • www.zarandokturizmusert.hu

What to consider when registering for the pilgrimage?

Expect openness and a readiness to open one's heart. There will be lighter parts filled with joy, but the journey will have its difficulties. **Never forget:** “And we know that in all things God works for the good of those who love him, who have been called according to his purpose.” And we will discover that through this we may achieve the journey's true goal.



From Gödöllő-Máriabesenyő to Mátraverebély-Szentkút

[And] be kind to one another, compassionate, forgiving one another as God has forgiven you in Christ. (Eph 4:32)

The newly developed premium pilgrimage route most appropriate for retirees and individual pilgrims is on the part of the Maria Route the runs along the M80 stretch, within the bosom of the hills of Nógrád. As we travel along the plains of the Great Hungarian Plains, the mountains of the Mátra, and the hills of Cserhát, we glance back upon the successes and failures of our lives. Besides the sacrilegious, cultural, and gastronomical sensations we will experience on the journey, the newly developed Maria gardens and the hospitality of the residence in the nógrád, palóc, and tót territories assist the physical and spiritual strengthening that will occur between the two shrinal destinations. This allows a growth of understanding to occur within us, a growth to better understand the mindset, culture, and traditions of others. It opens us to mercifulness, and because of this, we are able to accept others, despite their differences, limitations and clumsiness. This way, we can practice our forgiveness, so that each day we may look upon one another as if they were a new person. True peace and togetherness can only be achieved through goodwill, mercifulness, and a forgiveness that is not only practiced on individuals, but towards many and mutually as well.

Services:

4 nights accomodation in: Galgamácsa, Vanyarc, Kozárd, Mátraverebély-Szentkút.

4 warm meals for dinner, 4 breakfasts

optional service is a ride to and from the starting and finishing points

Arrival dates to be chosen as desired (between the beginning of April until end of October), however a Saturday arrival is recommended.

1st day: Gödöllő-Máriabesenyő – Galgamácsa • 14km, 80m ascent (up), 120m descent (down)

2nd day: Galgamácsa – Erdőkürt – Vanyarc • 22km, 300m ascent (up), 260m descent (down)

3rd day: Vanyarc – Bér – Buják – Ecseg – Kozárd • 21km, 320m ascent (up), 300m (descent) down

4th day: Kozárd – Mátraszőlős – Sámsonháza – Szentkút • 21km, 660m ascent (up), 600m descent (down)

5th day: Szentkút (Mátraverebély – Szentkút)

Equipment: Seasonal touring equipment and clothing

Maximum number of people: 12

Cost: 18,400 HUF/person, includes: 4 nights accomodation;
4 dinners; 4 breakfasts; brochure including maps; organizational costs

Contact and registration: Zarándok Turizmusért Nonprofit Kft.

Joseph Lendvai, Tel: +36 30 429 5301 • email: leiss.jozsef@gmail.com • www.zarandokturizmusert.hu

What to consider when registering for the pilgrimage?

Accommodation in varying qualities, but always heartwarming hospitality. We highly recommend arriving on Saturday, staying the night to be present at Sunday mass before setting home.

From Gyöngyös to Mátraverebély-Szentkút

“I am the way and the truth and the life” (John 14,6)

There are life-altering crossroads in everyone's life, such as the crossroads that occurs between the simple life of a student and the road that exists towards adulthood. It is not irrelevant which road we take towards adulthood. It is up to us whether the children who were entrusted to us find the road to Christ. We may be able to help them in this if we lead the students to our shrine along the M10 to Mátraverebély-Szentkút. During our pilgrimage, you not only become close to nature as a result of the exhilarating Mátra landscape; you not only become closer to yourself because of the inner silence that occurs; you not only become closer to your partners because of the hours spent together; but you come closer to Christ, he who is the way, the truth and the life. At the end of the journey the Virgin Mary awaits those who hope that her shining motherly face lights the way towards peace, opening our eyes towards faith.

Services:

2 nights accomodation on polyfoam and sleeping bag; Mátraháza (Alverna Ház), Fallóskút (Túr-istaház)

2 warm dinners, 3 lunches (Mátrafüred, Galyatető, Tar), 2 breakfasts
thematics, mobile application

optional service is a ride to and from the starting and finishing points
pilgrimage guide

Dates to be chosen as desired (between the beginning of April until end of October), however Friday-Saturday Sunday is recommended.

1st day: Gyöngyös – monastery of St. Anna – Mátrafüred –Mátrafüred • 17km, 650m ascent (up), 120m descent (down)

2nd day: Mátraháza – Gólyatető – Mátraszentimre – Fallóskút • 16km, 320m ascent (up), 320m descent (down)

3rd day: Fallóskút – Tar – Mátraverebély – Mátraverebély-Szentkút • 20km, 340m ascent (up), 840 descent (down)

Equipment: Seasonally appropriate touring equipment and clothing, sleeping bag

Maximum persons: 25

Price: 16,000 HUF/person, includes: 2 nights accomodation, 2 breakfasts, 3 lunches, pilgrimage guide, organizational fee

Contact and registration: Zarándok Turizmusért Nonprofit Kft.

Joseph Lendvai, Tel: +36 30 429 5301 • email: leiss.jozsef@gmail.com • www.zarandokturizmusert.hu

What to consider when registering for the pilgrimage?

In order to reach both the desired age group and the destination we would recommend a guide and the synchronization of programs. Recommended for ages 14+, but if done in groups, those younger may also participate.



III. Introduction to steps taken to develop religious tourism products, appeal for the development of a unified religious tourism product

Appeal for teamwork

Creation of local religious tourism products and its placement on the market

The sustaining of the Maria Route pilgrimage route and its tourist lure is only made possible by help and collaboration of the local community.

The following concerns the collaboration regarding the development of local tourism products – and the creation of a tourist network from the existing products.

The introduction will concern the following topics:

- 1) The groundwork of the development of religious tourism products
- 2) Presentation of experience in the development of religious tourism products
- 3) The steps to take when developing religious tourism products
- 4) Possibilities in collaboration

The following steps taken by Maria Route in which we hope to collaborate with local governments:

- 5) Development of a standardized and quality guaranteed network of accommodations
- 6) International and domestic marketing functions, brand development
- 7) Joining the European cultural routes
- 8) Joining the network of Intangible Cultural Heritage in Hungary
- 9) Development of international religious tourism products
- 10) Development of local religious tourism products and attractions

The reason for the appeal is the development of local religious tourism products and attractions, its grounding and its mapping and the complete utilization of development possibilities between 2014 and 2020.

1.1 The groundwork of the development of religious tourist products

A The leading branch of world tourism is religious-spiritual tourism. According to data from the UNWTO, 27% of trips taken, that is 330 million people depart on trips in connection to this. And it is projected that in the next 15 years an 80% rise can be expected in this region. Within the religious/spiritual tourism, the pedestrian pilgrimage (also by bike and on horse) has grown to 400 times its size in the last 25 years.

Neither Hungary, nor the Central European region has world-renowned attractions in religious tourism, there is no developed Central European brand, and therefore we completely miss out on the previously mentioned possibilities.



This is exactly the task the Maria Route would like to answer: the Maria Route is a pedestrian and bicycle (and horseback and waterway) network that connects 8 Central European countries into one pilgrimage system: connecting the region's religious and cultural valuables, and by opening this Central European religious tourism brand one can explode into the religious-spiritual tourism market. This new brand has the capabilities to create a system in Central Europe connecting all of the religious and spiritual valuables and pilgrimage locations.

To utilize the possibility that the market has to offer this attraction network must develop in different territories. It is vital that a network be set-up; the missing infrastructure be made up for; a strong marketing be enforced; an organizational system developed; and the creation of a quality-guaranteed system.



With the help of the local religious tourism attractions:

- the current tourists can be offered new experiences
- our region can enter a new, strong tourist market
- our region becomes part of the international Maria Route network, and the international marketing project

1.1.1 The planned religious tourism products' target groups

Individual pilgrimages

- Individual spiritually motivated pilgrimages
- Individuals on a certain path, or looking for that path
- Individualistic wayfarers
- Those traveling in groups
- Those interested in tourism
- Those interested in culture
- Active-ecological tourist

Modes of travel

- By foot
- By bicycle
- On horseback
- By bus

Group pilgrimage

- Pilgrimage groups
- Students
- Seniors
- Corporate community

1.2 Presentation of experience in the development of religious tourist products

1.2.1 Development of utilization possibilities – steps taken

The Maria Route pilgrimage route will assist the surrounding settlements and tourist at-



tractions by opening this tourist segment. The Maria Route will offer exciting experience for anyone looking for a pilgrimage of 1-2 days consisting of a few kilometers to those looking for a pilgrimage of 40 or more days.

Until now the Maria Route was only able to utilize smaller resources. Therefore, instead of the wide range of homogenous services that are offered internationally by the pilgrimage tourism community, only smaller achievements could be made in the pilgrimage tourism products. Besides this, even if a wider range of tourist programs were organized, it could only be done so for a shorter period of time.

The goal of “the teamwork appeal” is to be able to develop the mutual religious tourism products and to put them on the market according to past experience and technical knowledge.

The following concerns the past steps taken to increase utilization – those of our products and programs.

Bigger programs:

1. 1 Úton

The 1Úton program was a one-day program pilgrimage that was done along a 1400km stretch along the M1-M10 main road and involved all of the neighbouring settlements. In 2014 22,000 people took part.

The successful 1Úton Nemzetközi Zarándoknap program will be hosted by the Mária Út Egyesület and Mária Rádió on August 22nd 2015.

On an interesting note, this year not only will the Máriazell-Csíksomlyó way be available to the public, but we will also declare the North-South direction open.

2. Pálos 70 2. (with strong collaboration with the Hungarian Pauline Order)

The route that exists between two Pauline

monasteries, the Gellért Hill Cave and the Marianosztra Shrinal Church consists of 8 different stretches, and the participants may choose according to their mood, desires, and strengths which best suits them along this 1-80km length of route.

One may explore these routes individually, in groups, or with the guidance of a Paulist; either as a pilgrim, a pedestrian or hiker, within the span of one, two, or three days.

Approximately 2000 participants take part in this pilgrimage which will be held for a fourth time this year.

Tourist Products

1. Water pilgrimage MELK-BUDAPEST

Just as the flow of water and the rivers have a sort of societal role in creation and organiza-



tion of culture, similarly, the pilgrimage holds for certain people the power to make the spirit noble – therefore water and pilgrimage together open opportunities in the tourism territory.

During the MELK-BUDAPEST water pilgrimage, we row down South-Austria, along the Slovak-Hungarian Danube, by the Danube Bend and touch the cathedrals, basilicas, castles, and sacred places that are found on the

Danube. A unique experience is given through the landscape as seen from the water – the Wachau valley, Szigetköz, Dunakanyar. The 14-day trip can be split into three parts, therefore it can be completed in pieces.

2. Gyöngyös – Mátraverebély-Szentkút

The pilgrimage route along the Mária Route M1 and M10 stretch leading to our national shrine is one that was specifically designed for student groups. The three-day trip introduces us to the pilgrim world, and gives good foundations for the start of adulthood. The participants become close to nature as a result of the beautiful Matra landscape; they become close to themselves because of the inner peace; closer to their compatriots because of many hours spent together; but also closer to Christianity all as a result of this pilgrimage.

3. Gödöllő–Máriabesnyő – Mátraverebély-Szentkút

The newly developed premium pilgrimage route most appropriate for retirees and individual pilgrims is on the part of the Maria Route that runs along the M80 stretch, within the bosom of the hills of Nógrád. As we travel along the plains of the Great Hungarian Plains, the mountains of the Mátra, and the hills of Cserhát, we glance back upon the successes and failures of our lives. Besides the sacrilegious, cultural, and gastronomical sensations we will experience on the journey, the newly developed Maria gardens and the hospitality of the residence in the nógrád, palóc, and tót territories assist the physical and spiritual strengthening that will occur between the two shrine destinations.

4. Máriaremete-Csobánka-Dobogókő-Esztergom

A 3-day trip in the Pilis and Visegrád mountain range. The Mária Route pilgrimage organized on the weekend helps to free people from their weekday lives, and enriches them

with experiences which they can hold on to for their entire lives. We choose a stretch out of the 1400km route and follow that way for 2-3



days. We hope to acquaint more and more people with the beauties of the pilgrimage and to spiritually replenish those departing from the capital on this route.

5. Balatonalmádi-Sümeg

A 3-day pilgrimage in live traditions. The pilgrimage for the farewell of Sümeg was brought to life once again in 2004 in the walking Sümeg pilgrimage. This pilgrimage is the MáriaRoute's "crib" and therefore this plan was composed on the way. A pilgrim-





age's importance is to break free of our everyday lives; to become more acquainted with ourselves; in this peace, we can shine light on our lives from a new view; and by meeting new people, seeing new places, praying, and singing we become closer to God and in doing so, we even become healthier. The Balaton highlands tracks through small settlements.

The entire distance is 80km. Next year the pilgrimage will not only be an occasional program, but one that will be a finished product that can be toured year-round.

We await the local initiatives on the development of local religious tourism products, and with this help we may promote the growth of existing tourist attraction and services, their many variations and quality.

1.2.2 Tourist attractions found on the Maria Route network

The Maria Route is a Central European pilgrimage network. Even now many regions possess those services that fulfill the desires of the visitors. With the inclusion of these services we hope to develop our network, the religious tourism attraction network.

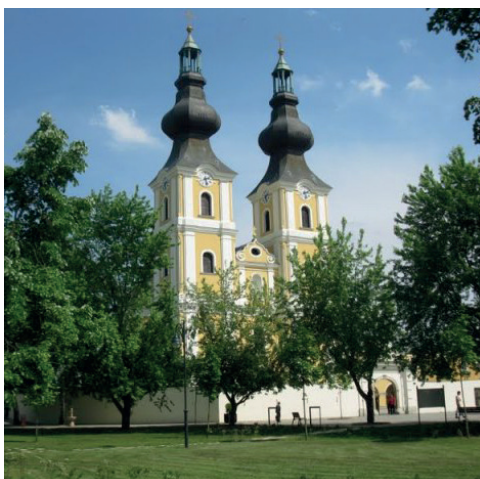
Note:

The tourist that sets off on a trip is influenced by the price, accessibility, security, type of services, etc. The most influential is the lure, the quality and type of attraction. One can find the motivation to embark on the trip in the lure, even to fulfill their desires. The visitor must be acquainted with this lure...specifically because if they are not acquainted with it, they cannot even embark on it...Altogether it can be said that our national shrines, places of farewell have a fine acquaintance; however, greater promotional activities must be pursued. Besides the need to market the lure of the Maria Route Networks, greater development is also required.



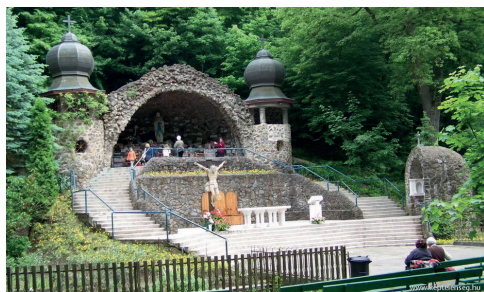
The characteristics of the Maria Route's religious tourist lure:

- The services are based on lure from existing characteristics.
- The informing and gathering of visitors both from locally and afar.
- Products and services are offered that meet the motivations and desires of the visitors.
- The experience of the pilgrimage and of wandering is combined with the possibility of sacrilegious elaboration (the possibility to gain experience in recreational and cultural experiences).



- In order to utilize the lure's qualities, the network must be developed further.
- The religious tourist attractions serve the local inhabitants as well by creating an active communal territory.

We do not constrict the religious tourism's lure along the Maria Route to ecclesiastical, parochial, orderly attractions because we allow for the possibility of a broad innovative product development to connect to it.



Therefore the lure of the Maria Route goes beyond ecclesiastical and orderly places of tradition (churches, buildings, gardens, holy wells) in ways such as

- Places of nature (rivers, caves, forests...)
- Attractions built for tourism (museums, places of healing, towers, ports...)
- Programs and events

We call to all those people who possess a similar attraction or would like to develop an attraction similar to ours to join the Maria Route.

Note: The lure of the Maria Route is based on its primary and secondary lure in unison. Primary are those that are capable of motivating the visitors to set out on the road (for example a national farewell service, or a national monument).

Secondary are those which do not have the capability to motivate people to set off (roadside cross, holy well, artisan workshop), but their

existence assists the religious tourism to fulfill the desires of the visitors (inner silence, inner reflection, inner conversation). The secondary lure assures a positive experience on the connecting stretches on the route and decreases the overwhelming sensation on the road (for example at a farewell service).

1 Development of local religious tourism products

Helyi vallásturisztikai termék fejlesztését a meglévő turisztikai szolgáltatók és vallásturisztikai attrakció gazdákkal, a kapcsolódó szervezetekkel, és önkormányzatokkal közösen valósítjuk meg.

The goal of this development:

- 1) Variation in existing services. új turisztikai szegmens megszólítása
- 2) To reach new tourist segments.
- 3) Increase of pre- and post-season tourist service utilization.

- Committed organizers who are committed to the Maria Route cause
- Research, realization, and integration of ideas on local product development
- Mutual marketing and the development of a marketing network

Steps in local product development

Preparation work

- 1) Surveying of local qualities
 - a) Surveying of local attractions in a religious tourism perspective
 - b) Surveying and informing of local service providers
 - c) Contacting, informing, including local communities and leaders

- i) Paint markings
 - ii) Designing and placing of guiding signs
 - (1) Map design
 - (2) Content planning and typography design
 - (3) Construction of signs
 - (4) Placing of signs
 - b) Development of religious tourism products
 - i) Development of appropriate programs as designed specifically for target groups
 - (1) Students
 - (2) Seniors
 - (3) Families
 - (4) Cyclists
 - ii) Development of appropriate offers for target groups
 - iii) Creation of start and finish points
 - c) Information system design
 - i) Design of paper-based publications
 - (1) Maps
 - (2) Pamphlets
 - (3) Informational brochures
 - ii) Electronic publications
 - (1) Tourist product portal
 - (2) Tourist product and program calendar shared on www.mariaut.hu
 - (3) Mobile applications
 - (a) a. Informing applications
 - (b) b. Thematic games
 - (c) c. Applications that process biblical events
 - (d) d. Applications to help real-life situations
- Availability on the market
- d) Collaborated marketing
 - e) Creation of a sales network
 - f) Joining with large events
 - i) Media participation

Note:

It must be noted there is no ideal path with which we can utilize every perspective and desire. We must find an optimal possibility and to do so ideas must be harmonized over and over again with local participants. There are varying possibilities according to whether they are in inhabited areas or not. We must be attentive towards the constantly varying laws. The Maria Route may intersect with existing tourist routes. We must expect a long and prolonged permission process. With the involving of local settlements (contribution from local government) we may come ever closer to the realization of the route's goal. Therefore it is the local residents who may become the primary creators and maintainers on the long run. It is recommended that outsider advisory companies be brought in for regional harmonization process.

Note:

For the development of those mentioned above it may become necessary to include teaching courses: for example a marking painting course, mutual practice course, etc. And for this cause it is recommended that local willing residents be found, so-called "route professionals" who will later help maintain the route's quality, this will also help keep the maintenance of the routes in local hands.



Good practice

I. Production of local religious tourism products

The Maria Route is more than just a pilgrimage route, it ties together cultural and historical monuments, and it is built on such traditions that it serves its purpose as both a pilgrimage route and a cultural route.

When we speak of Maria Route as a tourist product then we must separate the 3 levels of product production:

Level 1. The Maria Route as a national and international tourist product.

The Maria Route is not only a pilgrimage route, but also a Central European cultural route that introduces us to Christian cultural history and which represents a 1000-year cultural history in the Carpathian Basin. It gives a good example of Hungarian uniqueness within the Carpathian Basin and sums up Hungary's clerical historical, cultural historical, and art historical values. That is why the Maria Route is a part of the construction of our nation's image; however, this can only be realized if the route is maintained at its current condition, and if the attractions of the surrounding settlements meet 21st century standards.

Level 2. The Maria Route as a destinational tourist product.

The Maria Route leads us both outside and

within populated areas, whether that be a small village or a large city in doing so it offers opportunities for TDM organizations (ie. tourist management) that are looking to build tourist products along the Maria Route. These products are constructed according to unified methods and the characteristics of the local community. Tourist products of this kind may be sold in packages.

Level 3. The attractions connected to the Maria Route.

The long-term goal is that the key attractions connected to the Maria Route as well as the attractions of larger cities offer programs that envelope more than one day for the Maria Route visitors.

Local pilgrimage tourism products:

- Multiple day pilgrimage with a guide on certain stretches

The package's content: potential accommodation, mess hall, organization of tour and relating programs (eg. Visiting attractions, masses, spiritual practices, etc)

- One-day package.

The single day pilgrimage involves a pilgrimage around a single shrine's local community; however, it can also be a tour which does not revolve around a shrine, instead, its goal means the possibility of dealing with our own spiritual issues. The program was designed for individual pilgrims.



The package's content: pilgrim meal, pre-organized route, map and/or mobile application.

- One or more day programs organized for different age groups.

Taking into consideration the preferences of each age group, it is recommended to propose a pilgrimage type that best suits each target age group. For example, children would be most interested in a treasure hunt or other games that would bring them closer to nature. On the other hand, seniors have a difficult time carrying equipment and travelling long distances, it would also be wise to define the trip differently than a group filled with young adults.

- Certain concrete products are connected to certain clerical programs because of consideration taken towards the local surroundings.

This can be regarding pilgrimages of clerical celebrations or celebrations surrounding a farewell service.

For locals: The pilgrimages can be found in a local community within a big city or in a small community touching surrounding communities. Primarily these programs help the local population become a community and that is precisely why for the most part these programs are free.

For tourists: Primarily these packages are part of a certain clerical program and can be taken advantage of through an organized tour. Usually it would be recommended that these packages be at least 2 nights, and often the accommodation is not a pilgrimage one, but rather accommodation takes place in a hostel or a hotel.





IV. Accommodations along the Balatonalmádi – Sümeg Pilgrimage Route

Felsőörsi Római Katolikus Plébániaszállás



Felsőörs lies in a unique natural community on the Balaton highlands only 4km from the lake. The decline towards the lake, coupled with north-south position of the valleys make an ideal site for the production of wine since antiquity and thus giving birth to a strong wine culture. The landscape of Felsőörs is still defined by the grapes and wine gardens of the region.

Plébánia accommodation: fits 36 people

Address: Felsőörs, Batthyanyitér 3

Tel: 87-446-812

Fatima Vendégház

8248 Nemesvámos, Fészek u. 5.



The newly built Catholic community house holds 4 3-bed rooms with bathroom, and 1 2-bed rooms with bathroom for those families seeking to solitariness.

Tel: 06 30 616 0087

Email: iroda@vamosplebania.hu

Website: www.fatimavendeghaz.hu

Patakparti Sportszálló

Szentantalfa



This sporthostel which has the capacity to fit 18 people is a perfect accommodation for training camps, tours done on foot or bicycle, class fieldtrips, summer camps, and orientation weeks for university students. At this hostel we are glad to meet those from elementary or high school, from child, youth or sport organizations, as well as families or groups of friends.

Location and provisions: Both the room with 14 beds and the room with 4 can be found in the attic, and the bathroom facilities are shared.

Address: 8272 Szentantalfa, Kútutca

Contact: Csaba Kiss • **Mobile:** +36 20 956 3199

Email: csaba.kiss.sztf@gmail.com

Restaurant: www.zsokafogadoja.hu

Nivegy-völgyi Ifjúsági Szálló

Balatoncsicsó



We warmly welcome our guests to our tidy youth hostel that accommodates 50 and can be found only 6km from the lake. The quiet and green surroundings offer a perfect

place to hold class fieldtrips, summer camps, and team building programs.

Open: May 1-October 15. Those rooms with 3-4 beds also have a separate bathroom facility. The drawing room found in the building is open to our guests. Upon the request from the guests, we can offer meal options indirectly through another service provider.

Address: 8272 Balatoncsicsó, Főutca 1/a
ifiszallo@balatoncsicso.hu
www.balatoncsicso.hu
www.facebook.hu/csicsoszallo

Fecskefészkek Természet- és Környezetvédelmi Oktatóközpont - Gádor Tábora



A quiet, clean, beautiful natural environment is offered by us here in the Balaton highlands, in one of the regions of the National Park, within the Pecsélyi Basin, no more than 5km from the lake. We offer accommodation, eco-tourist and environmental educational services for groups from schools interested in forestry, for class fieldtrips, and even for groups of friends and families.

The natural environment, the settlement found in the basin since the Árpád era, the cozy porched house on the Balaton highlands all add up to the magical experience that the GádorTábora has to offer. Experience this peace and quiet which this environment and the local settlement with its archaic buildings has to offer! Experience the hospitality that the 250 Vászolyi population awaits you with. Our services are offered to schools interested in forestry, for fieldtrips, for summer camps and even groups of friends and families.

Address: 8245 Vászoly, András u. 27
Tel: +36 30 548 2628
Email: fecskefeszkek1@gmail.com

We await you with great pleasure!

Monoszlói Erdei Iskola Villa Silvestris



The Villa Silvestris can be found in the community of Monoszló, which is hidden in the mountains bordering the Káli Basin. The founding of the settlement in the Árpád era is shrouded by the fog of history, but it was first documented in 1252 and can be found in the Veszprem records. The village's primary school was once found in the building of the Monoszlói Erdei Iskola, its reconstruction took place between 2001 and 2003, and it was in 2005 that it first accommodated guests. The building has 16 rooms (among them 2 3-bed rooms, and 2 4-bed rooms), and each room has its own washroom and toilet. One can find amongst the rooms two memorial rooms, and the entire building is a protected heritage site.

The building has a new and modern kitchen and restaurant to service the guests. Although the original purpose of the school was to teach students about the environment, it can also be used as a conference center and a part or whole hostel.

The modernly equipped conference room is large enough to hold 40 people, to serve as a place for conferences, meetings, teambuilding, and trainings.

Contact:

MonoszlóiErdeiIskolaésInformációsKözpont

Address: 8273 MonoszlóTemplomutca 8

Tel: +36 30 966 1632 (Robert Karolyi) +36 87 468 167

Website: www.villasilvestris.hu

Email: monoszlo@villasilvestris.hu



Lovász Apartmanház Tapolca



We offer 4 separate entranced apartments and 5 rooms to those visiting. The washroom and the kitchen are downstairs while the bedrooms upstairs. They are furnished for self-service. For those renting the 5 rooms there is a mutual furnished kitchen, living room, and closet. 4 rooms and 2 washroom may be found upstairs and 1 room with 1 kitchen downstairs.



Address:
Tapolca, Tavasz utca 15.
tel.: (20) 340 5067

Krigler Panzió Sümege



Sümege can be found 25km from the northern shores of the Balaton. It is a small city with a large past. It has countless sights and cultural valuables. It is located in a fortunate location. There are many sightseeing opportunities within a 30-50km radius, from a tourist's perspective it is a valuable point. As a result, Sümege can be the destination for those looking for a content-filled weekend, or those planning a rest.



The KriglerPanzió kept its original state, which holds a nostalgic feeling; it was built on the 200 year-old Ramassetter-Pince (cellar) from where a breathtaking panorama opens up before the visitors' eyes.

Contact:
8230 Sümege, Bátorházi u. 11
Tel: 87/550 320
panziokriegler@gmail.com
panziokriegler@gmail.com



Balaton-felvidéki Erdészeti Erdei Iskola

Bakonyerdő Zrt.; Monostorapáti Erdészeti

Accommodation buildings, room for accommodation:



Our accommodations can hold 60-65 people meaning entire groups may fit comfortably.

Building types: stone houses, each building has a central heating system

Quartering: 2-3-4-6 per room in either simple or bunk-beds (spare bed can be provided as well)



In the main building: (for 34 people) rooms with 2-4-6 beds, washroom, showers, kitchen, dining room for 35-40 people, and one can find the wooded exhibition room

In the teaching building: (for 8 people) 2 rooms with one large room enough to hold lessons for 15-20 children

In the forester's building: (for 19 people) it is furnished in a pleasant homely way with rooms of 3-6 beds, washrooms, showers, kitchen, built-in patio with a community room

Monostorapáti Erdészeti

8296 Monostorapáti, Petőfi Sándor u. 34

Contact: The above mentioned address by mail.

Tel: +36 87 535 200 Fax: +36 87 435 137

Eszter Horvath principle of the school of forestry
+36 30 685 3148

Email: bfei@bakonyerdo.hu



Bakonyi Kisbetyár Erdészeti Erdei Iskola

Bakonyerdő Zrt.; Bakonybéli Erdészeti

Room for Accommodation:

Our place of accommodation can fit 35 people. There are 2 rooms for 4 people, 3 rooms for 5, 2 rooms for 6 (spare bed can be provided), there is a washroom connecting to the rooms in addition to the newly renovated kitchen which can be used if previously requested.



Contact:

Address: Bakonyerdő Zrt.; Bakonybéli Erdészeti, 8427 Bakonybél, Szent Gellért tér 7

Contact through mentioned address

Tel: 06 88 595 100 Fax: 06 88 461 012

Adrienn Csiszár principle of the school of forestry
0630 5963 140

Email: kisbetyar@bakonyerdo.hu

Sárosfői Alkotóház

Bakonyerdő Zrt.; Devecseri Erdészeti



Room for Accommodation:

2 rooms with 4 beds, shared bathroom, kitchen, if previously requested there is space to set up tents for further guests.

Address:

Bakonyerdő Zrt; Devecseri Erdészeti

8460 Devecser, Pápai u. 23/1

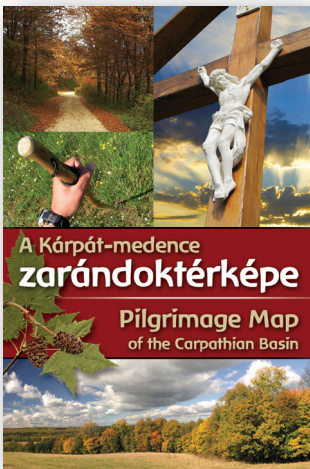
Contact: Laszlo Peer – forest principle 06 30 956 8033

Tel: 06 88 512 500 Fax: 06 88 512 512

Email: devecser@bakonyerdo.hu



Tourist Products – printed publications



Mária Út Közhasznú Egyesület
8200 Veszprém, Házgyári út 7.
Tel: 88/567-821, 30/334-6420
www.mariaut.hu • info@mariaut.hu



Data for the coordinaters and partners of Leader local actiongroups organized by LEADER



Zarándok Turizmusért Nonprofit Kft

Gergo Peter Bodor • Email: bodorgp@gmail.com www.zarandokturizmusert.hu

Felsőörsi Római Katolikus Plébánia

8227 Felsőörs, Batthyány tér 3
Joseph Laszlo Vitez Ajtosi parish priest • Email: vajozsef@externet.hu



Éltető Balaton Felvidékért Egyesület

8330 Sümeg, Váralja u. 6
Email: kozpont@balatonleader.hu • www.balatonleader.hu

Nemesvámos Római Katolikus Plébánia

8248 Nemesvámos, Fészek u. 5
Dávid Márk Gere parish priest
Tel: 06 88 509 440
Email: iroda@vamosplebania.hu • www.vamosplebania.hu

Vinum Pelsum Borkultúra Egyesület

8272 Szentantalfa, Kertalja utca 19
Tamas Vizl president

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ÚJ MAGYARORSZÁG
VIDÉKFEJLESZTÉSI PROGRAM
2007-2013



Európai Mezőgazdasági Vidékfejlesztési Alap:
a vidéki területekbe beruházó Európa