

A New Approach in Rural Ethno- and Ecotourism: Capacity and Competence Development
(Új megközelítés a vidéki falusi és ökoturizmusban: kapacitás- és kompetenciafejlesztés)

AREeCcDev project, HUSRB/1602/31/0075

**Main achievements of the project by the Department of Communication and Media Studies,
University of Szeged**

Cookbook

Staff of the Department of Communication and Media Studies aided by professional experts collected recipes from the Hungarian project territory during the past 24 months. These recipes do not only use local herbs and medicinal plants, but also include recipes with other locally known and grown ingredients, such as asparagus or sweet potatoes. The recipes representing the local kitchen were published in the three lingual cookbook. The cook planned to be shared among actors of local tourism sector. Our aim is that these local recipes are popularized by the cookbook at the project territory as well as outside of it.

Films for tourism marketing

The Department of Communication and Media Studies created 20 films with the aim to foster tourism in the target region. These films present numerous tourist attractions, and are narrated in Hungarian, Serbian and English. Natural attractions like the Csodarét ('Wonder Field') in Ásotthalom, the Csipak Wetlands in Mórahalom and the fields of flowers in Röske are included. We can get to known festivals like the Fruit Brandy Competition in Mórahalom, the Asparagus Festival in Öttömös and the Strudel Festival in Mórahalom. Several local, less known attractions were popularized by these films due to the advisory activity of the professional expert, Mariann Stampf. In addition, the films draw interest to tourist programs that do not have masses visiting them and that bring us closer to the local values. Examples of these are the cycling tour that crosses the Hungarian-Serbian border, the Poetry Walk in the Forest or the Sunrise on the Sandy Plain. We think that the films will draw interest to these attractions that are not widely known, moreover, it will help tourists visiting the region to discover some hidden gems. The films can be found on the YouTube channel of the project. These films will certainly foster transborder tourism. This will be helped by the touristic cooperation of Ludas-Palic and Mórahalom which started with the help of Mariann Stampf during the project. Tourism marketing materials were exchanged and touristic programs from the other side of the border were advertised during the project.

Disclaimer:

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